

## Head of Business Development Job description

**Salary: Up to £55,000** (dependent on experience), generous pension scheme and flexible working culture

**Term:** Permanent

**Reports to:** Director of Training and Commercial

### **Background:**

*Our vision is a world where data is at the heart of understanding and decision-making*

Founded in 1834, the Royal Statistical Society (RSS) is one of the world's leading organisations advocating for the importance of statistics and data. We're a professional body for all statisticians and data scientists – wherever they may live.

We have more than 12,000 individual members in the UK and across the world. As a charity, we advocate for the key role of statistics and data in society, and work to ensure that policy formulation and decision making are informed by evidence for the public good.

The main purpose of this role is to create and manage a pipeline of customers, from initial research, through to strong leads, and ultimately sales. Working closely with teams within the Society to research, follow up and develop strong leads. You will participate in events and marketing activities as needed. Developing and maintaining a working database of contacts within our CRM system, to enable effective logging and tracking of potential customers.

The Society offers a diverse range of products from training, sponsorship and professional accreditation and you will be expected to understand these business models and work with teams to maximise their revenue generating potential.

As this is a new role, you'll have the unique opportunity to build the role around you, with flexibility to play to your strengths and manage your own projects independently. The work will be varied, and you'll work with a variety of partner types, so this role is perfect if you're looking to put your business development skills to the test.

You will be required to act as an ambassador of the charity in everything you do; we are looking for someone who is going to embody the charities ethos and who will keep the charity at the heart of all the decisions that are made.

**Pension and benefits:** Our defined contribution pension scheme can be joined after three months in post. Your contributions of up to 8% of salary will be double matched by the

Society (making a maximum contribution by the Society of 16%). A training budget, season ticket loan, cycle to work scheme and employee assistance programme are also available.

**Location:** The RSS office is in central London and open twice a week. We offer flexible working arrangements and office attendance is encouraged but not mandatory depending on the role. In person attendance for certain meetings is required (including all staff/team meetings and governance/committee meetings that take place in person). Limited travel within the UK and internationally may be required.

**Working hours:** 35 per week full-time. Applications for job shares, part-time and flexible working will also be considered.

**Holidays:** 25 days per annum, plus bank holidays and an additional shut down between Christmas and New Year.

**Probation:** This post is subject to a six-month probation period.

**Job purpose:** The main purpose of this role is to create and manage a pipeline of customers to increase the Society's revenues.

**Key responsibilities:**

*Understanding opportunities and the changing external environment*

- Work with wider RSS staff to develop our understanding of the preferences and needs of key internal and external markets to ensure our services align with those preferences and needs.
- Monitor emerging trends in statistics/data science/AI and keep track of competitors to ensure RSS services remain relevant and current.

*Development of strategies and plans*

- Understand key policy and strategy objectives of the RSS and develop, plan and where appropriate implement sales strategies to support those objectives, working closely with other colleagues as required.
- Understand the range of products delivered by the Society and create business development strategies and plans to maximise their commercial value.
- Work with the Director and other colleagues as required to help to shape the Society's marketing strategy.
- Support development of the commercial aspects of strategies and plans across the organisation.

*Sales and marketing*

- Create and manage a pipeline of customers, from initial research, through to strong leads, and ultimately sales.
- Work with teams to identify new potential revenue streams, sponsorship opportunities and customer types to contact.
- Look for and exploit opportunities to expand our current products to increase revenues.
- Help to shape the Society's marketing strategy.
- Understand key policy and strategy objectives of the RSS and develop, plan and where appropriate implement sales strategies to support those objectives, working closely with other colleagues as required.
- Explore and develop opportunities to extend the reach of the RSS brand and sub-brands to grow partners and sponsors.

- Manage the sales functionality in the RSS CRM and oversee development of the system to support sales.
- Represent the Society at conferences and events.

### Management

- Create a successful business development function at the Society.
- Monitor and report on progress and performance against targets.
- Project manage sales projects working with wider staff to establish new products and services.
- Line manage staff.

### Person specification:

#### **Essential**

- A track record of success in sales or business development in the service sector.
- Experience working with different types of products, ideally including sponsorship.
- Experience developing strategies and plans to maximise commercial value
- Ability to communicate with a wide range of people.
- Excellent organisation and planning skills – ability to identify and respond to changing priorities.
- Desire to establish and develop an extensive network of external contacts in the industry.
- Able to make sound commercial decisions and identify commercially viable/profitable projects.
- Collaborative team worker – works with colleagues to achieve strategic, operational and commercial objectives.
- Happy to work on own initiative within corporate and RSS guidelines/directives.

#### **Desirable**

- Interest in or experience in working for a charity or not for profit organisation
- Familiarity with developments within data science, statistics, machine learning, AI and related subject areas.
- Experience of using Microsoft Dynamics