

Job Description – New Business Development Director

Reports to:

CEO

Direct Reports:

Business Development Manager -veSpace

Role Purpose

To lead and execute the strategic development of high-value relationships with prospects and clients, while identifying, securing, and maximising long-term commercial opportunities. This role will carry full accountability for revenue and margin growth, contributing directly to the overarching business development strategy. The Director will operate with high autonomy and influence, shaping the company's positioning within the industry and driving sustainable success.

As a senior leader, you will model and embed the organisation's values into all decisions, relationships, and actions, cultivating a culture of excellence, integrity, and growth.

Key Role Responsibilities

- **Strategic Growth Leadership:** Define and deliver the business development strategy, including market positioning, go-to-market plans, and major client targeting in alignment with company objectives.
- **New Business Acquisition:** Lead high-level prospecting, securing new briefs and partnerships that align with revenue, margin, and long-term growth forecasts.
- **Revenue Ownership:** Take full accountability for individual and departmental sales targets, ensuring consistent pipeline management and forecasting through CRM systems.
- **Marketing & Brand Alignment:** Collaborate closely with senior marketing and content teams to shape campaigns, thought leadership, and promotional activity that supports business growth.
- **Public Representation:** Represent the company as a key spokesperson at industry events, panels, and client functions, showcasing professionalism, authority, and market insight.
- **Strategic Reporting:** Provide detailed performance updates and insights to executive leadership, identifying trends, risks, and opportunities.
- **Team Leadership:** Lead, mentor and inspire members of the business development teams, fostering a high-performance culture.
- **Process Innovation:** Develop and refine systems and practices that enhance efficiency, conversion, and client engagement across the business development function.
- **Industry Engagement:** Stay ahead of market developments, competitor activity, and client needs, using insights to inform strategic decisions.

Required Competencies

- **Strategic Thinking & Vision:** Ability to create and execute a strategic roadmap that aligns with wider business goals.

- **Executive Communication:** Clear, confident communicator with senior stakeholders, both internally and externally.
- **Leadership & Influence:** Proven ability to lead teams, influence cross-functional groups, and drive change.
- **Resilience & Agility:** Operates calmly under pressure, adapts quickly to market or business shifts, and remains focused on delivering results.
- **Commercial Acumen:** Deep understanding of margin, profitability, and revenue drivers in a competitive environment.
- **Integrity & Trust:** Demonstrates ethical decision-making and earns trust through transparency and consistency.
- **Client-Centric Mindset:** Champions long-term client relationships with a focus on strategic value and service excellence.
- **Data-Led Decision Making:** Uses analytics, KPIs, and forecasts to guide decisions and measure outcome.

Experience

- Minimum 5 years of experience in business development/sales, ideally in the events, hospitality, or agency sectors.
- Proven track record of achieving and exceeding significant revenue targets.
- Demonstrated success in building and retaining strategic partnerships and high-value clients.
- Experience of leading and mentoring teams, ideally in a hybrid or matrix structure.
- Exposure to working with executive leadership and contributing to company-wide strategy.

Skills & Qualifications

- Strong organisational, planning, and project management skills.
- Highly articulate and persuasive communicator, both written and verbal.
- Strong analytical mindset; confident working with financial data, forecasts, and performance metrics.
- Proficiency in CRM platforms (e.g. HubSpot, Salesforce), Excel, and presentation software such as PowerPoint.
- Confident using LinkedIn and other professional platforms for networking and thought leadership

Work Hours and Benefits

- Work Hours:
 - **Part time or full time role – Hybrid or office based**
 - However, please note this role requires travel which may take place outside of working hours. Please also note, hosting client events is required as part of the role and sits out of office hours.
- Holiday Entitlement:
 - XX days of holiday (pro rata if part time) plus bank holidays

Other Benefits:

- Car Allowance
- Company laptop and mobile phone

- Financial bonus
- Long Service Recognition Scheme
- Monthly and Annual Employee Awards
- Flexible Holiday Purchase Scheme
- Death in Service Life Insurance
- Wellbeing App -YuLife
- Access to travel and hospitality discounts
- Cycle to Work Scheme

Our Company Values

Elegant | Together | Innovative | Real | Focused