

Job Description

Job Title:	Business Development Manager
Job type:	Permanent, full-time
Hours:	9am–5.15pm, Monday to Friday (flexibility required to attend occasional trade shows/events outside of normal office hours including evenings and weekends)
Location:	Field based 3-4 days & Edgbaston, Birmingham 1-2 days
Reporting to:	Business Unit Director Mica

Mica is a co-operative group of independent retailers in the DIY, Home & Garden trade, working for the benefit of its members in a range of ways including group buying, marketing and instore support. Originally setup from a South African model in 1996 the company is now a division of the British Independent Retailers Association, giving the group access to greater depth of resources and services for its retailers. The cooperative is a stalwart of the independent sector with stores in all four nations of the United Kingdom.

Summary and purpose of role

Take the lead in identifying and recruiting new members, developing new business opportunities and supporting existing customers.

Key responsibilities

1. Identification & recruitment of new customers to join group, including proactively visiting potential customers & developing new relationships
2. Ongoing development & implementation of the recruitment strategy, working with other staff and within budget
3. Visiting existing customers & developing good working relationships
4. Identifying potential improvements and helping to implement changes
5. Growing customers activity and purchases within the group
6. Attending occasional trade shows and events
7. Any other duties which may be required from time to time consistent with the role outlined.
8. Actively support good communication practices within your work and promote and maintain good teamwork.
9. Be aware of and comply with the rules relating to your employment as detailed in the staff handbook, including Health & Safety and Fire regulations at the office and at customers' premises.

Criteria	Essential	Desirable
Qualifications	<ul style="list-style-type: none"> • A good level of general education including 5 GCSES's including Maths and English. 	
Experience	<ul style="list-style-type: none"> • A proven track record in securing new business/ business growth • Sufficient retail or business experience to gain the respect of experienced retailers • 	<ul style="list-style-type: none"> • Ideally experienced in the durables sector (DIY, home, garden, electrical), but not essential
Skills & Abilities	<ul style="list-style-type: none"> • Tenacity and drive to seek new business and meet or exceed targets • Good Organisational skills with an ability to multi-task and meet deadlines • Excellent telephone manner and the ability to engage and build good working relationships at all levels. • Excellent written and verbal communication skills - needed for communicating with a wide range of people, both internally and externally • Ability to work on own initiative • Good decision making skills • Good IT skills, including the use of spreadsheets • Good networking skills • The ability to think strategically • The ability to analyse sales figures and write reports 	
Personal Attributes & Characteristics	<ul style="list-style-type: none"> • A professional manner and presentable appearance for meeting customers • Proactive and self motivated • Enthusiastic and willing to support the wider team • Strong work ethic • Be passionate about independent retail and able to project our co-operative values to new and existing 	

	customers.	
Additional Requirements	Full and clean driving licence Willing and able to travel independently in and around the UK	