

# Business Development Manager

*the*

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FUSION GROUP

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*of companies*

*evolving since 2006*



# Who Are We

- A unique group with a passion for hospitality in Scotland and the UK.
- We live and breathe tourism in Scotland and the UK and have done for over 15 years, now operating, managing and supporting services for over 1050 rooms and units across Scotland and have in the pipeline a further 360 before the summer of 2022.
- Our purpose is to help the hospitality and events industry do more – deliver more, gain more and grow more.
- Our spirit of entrepreneurship, innovation and market disruption has built up a diverse group of companies: Accommodation Services, Fusion Meetings and Events, Drysdale and Company to name a few, as well as building partnerships with many other hospitality businesses.



# The Role

- This new role will sit across all areas of the business and will support different areas as and when needed.
- As part of the role, you will be responsible for developing and implementing a new business development plan for The Fusion Group of Companies.
- Working alongside the directors, the role will focus on identifying new avenues and relationships both from within and out with the current group of companies to help achieve further growth.



# Responsibilities

- Develop and implement an annual overall business development plan for the group of companies.
- Work with the Directors to develop and implement individual business development plans for the different companies within the group.
- Prepare an annual budget and manage the budget throughout the year.
- Strengthen the company's business development and marketing processes, systems and procedures including: the contacts database; lead identification, selection and management; lead and opportunities pipeline; etc.
- Maintain a cycle of business development activities including the identification and cultivation of potential clients, market research, preparing marketing strategies and plans, sales visits, presentations, attendance at conferences and seminars, delivering and publishing papers and generally maintaining a high profile presence in the market for the group of companies.
- Strengthen the processes, systems and procedures to improve the quality and speed of preparation of expressions of interest, pre-qualification documents and proposals for opportunities and ensure continuous improvement.



# Responsibilities cont.

- Prepare and oversee the preparation of expressions of interest, pre-qualification documents and proposals ensuring high and consistent standards are maintained throughout.
- Cultivate and manage relationships with existing and potential key clients, strategic partner firms and independent consultants.
- Organise and implement a client and partner care program including: client satisfaction/feedback surveys, client and partner development activities, and client and partner events.
- Contribute to the planning, management and development of The Fusion Group of Companies
- Assist with the identification, selection and appointment of suitable permanent and retained staff to grow this business organically.
- Conduct reviews of projects, ensuring that any lessons learnt are appropriately disseminated and acted upon.
- Work closely with the marketing manager to produce high quality focussed marketing materials and communications.



# Person Specification

- Resilient, dynamic, energetic, and enthusiastic. Must be highly driven and enjoy working with people.
- An attitude of continuous innovation and improvement.
- A practical understanding of sales pipelines and the sales lifecycle.
- The ability to start relationships, nurture leads, negotiate, and close sales.
- A strong professional network within the Scottish hospitality network.
- Excellent written and spoken communication skills, the ability to present information in a clear manner appropriate to the audience, and deliver presentations to large audiences.
- Excellent influencing skills and an ability to foster and maintain successful working relationships with internal and external stakeholders.
- The ability to work unsupervised, organise own workload, meet deadlines and take the initiative whilst working as part of a strong team.
- Results orientated with the ability to set and meet targets and to report against them to internal and external stakeholders.
- Able to work with a wide range of internal and external stakeholders



# Remuneration

- Pay/salary and profit share dependent on experience.

## Interested?

Send a copy of your CV and covering letter to [recruitment@fusiongroupuk.co.uk](mailto:recruitment@fusiongroupuk.co.uk)

