

POSITION DESCRIPTION

BUSINESS DEVELOPMENT MANAGER

SUMMARY

Respond Global is dedicated to delivering practical emergency management and infection prevention and control solutions that help countries and organisations provide localised responses in times of need, and supporting those same entities before, during and after a health emergency.

Respond Global operates from its Headquarters in Noosa, Australia – but operates globally. The business was incorporated in January 2020. Its first year has seen significant growth in both COVID-19 related and developing world crisis health services.

The business now requires a Business Development Manager (BDM) to support the Chief Commercial Officer on a day-to-day basis to find and secure profitable contracts.

The BDM will work closely with the leadership team and especially the Marketing Communications Manager to drive profitable new business and leverage growth opportunities in existing customers.

OBJECTIVES AND KEY RESULTS (OKRs)

1. **Business Development:** Lead the new business sales function across the business, lead key accounts and support the Managing Director, CCO and Team to mature systems.
2. **Key Account Management:** Manage the relationship with key accounts towards long term growth.

KEY RESPONSIBILITIES

The position's core functions include but are not limited to:

- Delivery of sustainable business growth from the effective targeting of new prospects and forming strategic relationships.
- Develop and maintain strong commercial relationships with "C" level executives in potential client companies.
- Lead new business development prospecting activities and provides executive level direction on new market opportunities.
- Responsible for Account Plans for existing customers and Game Plans for new opportunities.
- Provides budget review of nominated accounts.
- Responsible for the accurate forecasting and updates of pipeline reporting for new customers as well as new business within existing customers.
- Leadership of RFI and RFPs strategy and pricing.

- Gain and maintain an appropriate level of familiarity with the Respond Global service offering and help to refine and enhance our offering for long term growth.
- Building and leading the annual Sales Plan.
- Build an effective and efficient team with the Marketing Communications Manager.

HIGH LEVEL KPIs

1. **New Business Strategy; Identify, Acquire & Implement (70%)**

- The BDM is accountable for new business from new customers.
- Identify key market segments, targets, and key players.
- Identify multiple ways to engage the target market and ensure we approach with urgency while maintaining highest level professional courtesy.
- Engage with key players and targets to build the sales pipeline of opportunities.
- Utilise key personnel in Respond Global and its Board to help open sales opportunities.
- With marketing own the pitch deck and assets.
- Own the sales process and ensure it is aligned to the buyers buying process.
- Build and delivery of Game Plans for all new business opportunities.
- All target account planning documents are completed according to time and quality expectations and stored in our CRM.
- Support with forecasting and budget preparation, as well as pricing/proposals for named accounts.
- Work with Marketing Communications Manager to ensure all sales and marketing activities are aligned and optimised.
- Bid processes, especially determining and managing Go/No Go are robust.

2. **Account Performance (20%)**

- Revenue targets and required profitability levels for all portfolios and new opportunities are achieved.
- Resources required to deliver initiatives and performance targets for each allocated account are defined, secured and where challenges/variances arise, tabled with management.
- Prices, contract terms and conditions for each target account are aligned with Respond Global "lines of business" strategic objectives.
- Work with Marketing Communications Manager to initiate Joint Business Plan.

3. **Contribution to the overall Sales Leadership (10%)**

- Act as a leader across the overall sales function in collaboration with the other team members and the adjacent teams.
- Assist with the marketing team initiatives where needed.

SKILLS AND ATTRIBUTES

Selection Criteria

Rating: 1 – Essential, 2 – Well regarded, 3 – Nice to have

Experience

Rating	Description
1	Experience in selling multi-revenue stream B2B services to large companies.
1	Strong service inclination and determination to close sales opportunities.
1	Self-motivated, urgent.
1	Ability to develop and management a sales pipeline.
1	Ability to engage effectively and build relationships with “C” level contacts.
1	Understand business outcome driven solution selling.
1	Deep sales experience.
2	Health/ emergency management background.

Personal Skills

Rating	Description
1	Quality focused.
1	Strong attention to detail.
1	Good problem-solving skills.
1	Sense of urgency and hustle.
1	Comfortable working independently and as part of a team.
1	Comfortable working in a dynamic, rapidly changing ‘start-up’ culture.
1	Strong communication skills – written and verbal.
1	Excellent presentation skills.
1	Team player and a can-do, go getter attitude.