

# Business Development Executive

## Job Description/Person Specification

<b>Responsible to</b>	<b>Head of Commercial</b>
<b>Main purpose</b>	<p>Mersey Maritime is the UK's leading maritime cluster, bringing together industry, government and academia to help support and facilitate the growth of the maritime industry within the North West.</p> <p>As a membership organisation, Mersey Maritime provides an extensive events calendar, business support, networking, lobbying as well as offering other bespoke requirements.</p> <p>To enhance our business development proposition, we are now looking to appoint a driven and commercially focussed Business Development Executive to enhance our membership growth</p>
<b>Key tasks</b>	<ul style="list-style-type: none"> <li>• Reporting to the Head of Commercial, you will promote the wide range of business benefits that Mersey Maritime membership offers to potential prospects as well as up selling to existing members</li> <li>• Working with the team you will help to build relationships with key partners in order to build and maintain the growth of Mersey Maritime</li> <li>• To take a lead role in the development of commercial income opportunities for Mersey Maritime, in line with the company's business targets</li> <li>• To advise and provide guidance on the implementation of strategies to ensure growth and retention of existing membership</li> </ul>
<b>Person Specification</b>	<p><b>Experience</b></p> <ul style="list-style-type: none"> <li>• The ideal candidate will possess a minimum 1 year business development experience, ideally with a B2B focus</li> <li>• The ideal candidate will possess a minimum 1 year experience working within the maritime or related industry</li> </ul> <p><b>Education / Training</b></p> <ul style="list-style-type: none"> <li>• Ideally educated to degree level, however not essential</li> <li>• IT literate and competent using Microsoft packages</li> <li>• Knowledge of CRM systems</li> </ul> <p><b>Skills and attributes</b></p> <ul style="list-style-type: none"> <li>• You will be results orientated and will demonstrate a confident but professional manner</li> <li>• Exceptional communication and interpersonal skills</li> <li>• You will be required to develop relationships with people at all levels, across the multiple sectors within the maritime industry</li> <li>• You will be experienced in delivering all elements of the sales pipeline – identifying prospects, qualification, meeting, proposal and closing deal</li> <li>• Strong business acumen, with the ability to interpret and understand the challenges and needs of a varied business community</li> <li>• Ability to influence and manage expectations of members and potential members</li> <li>• Full driving license and ability to use your own vehicle</li> </ul>