

Job Description

TITLE:	Business Development Manager – Defence
REPORTING TO:	Managing Director
DEPARTMENT:	Commercial

PURPOSE OF THE ROLE

As Business Development Manager within the Defence sector of our business you will be required to help the business achieve its budgeted sales targets and to drive the next stage of growth.

This will involve collaboration with new and existing customers, suppliers and other stakeholders.

KEY WORKING RELATIONSHIPS:

Reporting directly to the Managing Director you will have a direct working relationship with the following internal departments:

- Senior Management Team
- Petards Defence Team
- Head of Operations – Defence
- Finance
- Procurement

EXPERIENCE / KNOWLEDGE

The purpose of this role is to fulfil the following:

- To develop and demonstrate a complete and thorough understanding of the relevant markets for the company's solutions and products including the introduction of new products and technology where appropriate.
- Develop and demonstrate a full understanding of how the sector operates.
- To become an authority on the company's products and capability within the sector.
- As a Business Development professional you will be fundamental to our ability to create innovative, high-value solutions that meet our clients' business needs and high expectations. Your drive, business acumen and market knowledge will inform your ability to identify and pursue opportunities in the defence sector, both in the UK and worldwide.
- Due to the nature of the assignments undertake, you will work in an environment that promotes autonomy and initiative, requiring a flexible, 'can-do' attitude in meeting your targets. You will possess creative problem-solving skills in a team environment, communicating clearly and efficiently at varying levels within customer organisations and internally.
- You will be a leader - a strong and confident team player, with demonstrable experience of architecting solutions and selling services to meet the client need into the engineering sector.
- You are a winner - your experience will include either: operating as a solution manager for a Key Account combined with excellent stakeholder and negotiation skills; management of a Key Account, perhaps transnationally, with skills in the associated disciplines; or in finding and

winning major deals, with clear understanding of sales processes associated with complex, solution-based sales. In either case, you will have demonstrated the ability to meet or exceed demanding targets.

- You will have a good knowledge of the current and projected UK & international defence programmes, with a stakeholder network to match.
- You will understand the innovation and R&D challenges inherent in delivering safe, efficient and reliable solutions to the industry in its digital transformation, aligning our high-value capabilities to these opportunities.
- You will be tasked to hit your targets for sales and profitability for the business.
- Demonstrate a full knowledge of the company's competition, staying well informed of all competitor activities across the sector, especially regarding strategy, products and pricing.
- Continually be aware of market developments and developments which may drive market changes.
- Develop and execute strategies to help profitably grow the business and identify opportunities for future business through product roadmaps, customer programme identification, legislative impact.
- Identify, evaluate and recommend relationships and partnerships which will improve the company's penetration into the market.
- Identifying the challenges that our client is facing and defining solutions that we would be able to provide to meet those challenges immediately and in the medium term.
- Working closely with the internal delivery teams to create the right solution for a particular client need.
- Taking responsibility for analysing and forecasting new business and revenues to support both the long-term client relationship as well as achieving our in-year financial objectives.
- Responsible for advising the business on product roadmap developments to meet the evolving needs of our clients.
- Leading the sales activity by example in the sector by overseeing the appropriate use of processes and tools, working with senior members of the delivery organisation to ensure a successful project launch and deployment.
- You will be responsible for preparing internal reports and for the maintenance of an up to date opportunity register and exhibition schedule.
- Attend / visit / run exhibitions in the defence arena

QUALIFICATIONS

- Desirable: Educated to degree level or equivalent
- Experience in the defence sector
- Exceptional interpersonal skills and team working skills
- Ability to translate business needs into potential solutions, leading the internal and external sales process from start to finish
- Ability to understand the long-term ('big picture') and short-term perspectives of situations, to define an end-to-end strategy from need identification to successful completion of a project
- Ability to estimate the financial impact of an opportunity, both with the client and internally
- Ability to draft quotations for client submission
- Ability to handle client contract negotiations
- Excellent presentation skills, well organised and credible at a senior level