**JOB DESCRIPTION**

**TITLE OF POST: BUSINESS DEVELOPMENT OFFICER**

**RESPONSIBLE TO: BUSINESS DEVELOPMENT MANAGER**

**SALARY: £25,000-£35,000**

**DATE: 8th April 2025**

**JOB PURPOSE**

Responsible for supporting the business development function of Rochdale Development Agency (RDA). This means managing systems, data and enquiries to attract new businesses to Rochdale as well as identifying and supporting existing businesses with their expansion plans.

The role requires an excellent communicator with the interpersonal skills that can build relationships for the RDA. It will require a confident, ambitious and driven individual who can identify prospects and ensure the RDA meets its ambitious targets.

This means, communicating and presenting, analysing data, managing CRMs, building relationships, negotiations and utilising technology.

**BACKGROUND TO ROLE**

An exciting new opportunity has arisen within the Innovation & Investment Team at RDA for a Business Development Officer on a permanent contract. This is an ideal opportunity for someone to further develop their experience and practical knowledge of delivering business development activities, working primarily within the economic development / inward investment sectors.

Work of the Business Development Team is focused on growth and development with a strong emphasis on supporting businesses, creating and safeguarding jobs, attracting and securing investment and delivering regeneration and commercial projects to improve the economic prosperity of the area. This work will be an important component of delivering an exciting programme of regeneration and inward investment activity across Rochdale Borough. This includes regionally and nationally significant development plans, including one of the largest development proposals in the north of England, Northern Gateway / Atom Valley.

The Business Development Officer will report to the Business Development Manager (BDM) with responsibility to work with companies and deal with enquiries. The purpose of this activity is to support the team to ensure Rochdale can be promoted as a first class business location, which will include developing and monitoring systems that manage enquiries, account management activities and strategic inward investment campaigns.

**KEY RESPONSIBILITIES**

* Undertake desk-based research to support proposition development and conduct lead generation activity to attract investment in Rochdale
* Daily management of web/telephone and email based enquiries, referring to relevant BDMs for project management direction
* Provide after-care support to new investors as directed by the Innovation & Investment Team
* Monitor news alerts and other relevant sources of data to identify new investment leads or company information that can be shared with the organisation
* Develop personal knowledge of the property market in Rochdale and the surrounding area and build effective working relationships with property agents and developers
* Develop personal knowledge of priority sectors, sector propositions and market trends for Rochdale to increase effectiveness in role
* Support the Business Team in general business development activity such as attendance at events, conferences, networking, client meetings, in-visits
* Act as a champion for the attraction of inward investment to Rochdale and work with partners to identify commercial and investment opportunities for the borough
* Support on the delivery of the RDA’s digital marketing plan, including websites and social media channels, as well as managing the delivery of online newsletters and production of electronic and print collateral for the Innovation & Investment Team
* Design, develop and maintain a range of multi-functional management information reports that allow RDA to track performance against the 2025-2030 Business Plan targets
* Support with the production of regular performance reports and presentations, developed through dashboards for the Innovation & Investment Team, RDA Senior Leadership Team and the RDA board
* Manage and improve the RDA’s CRM system which includes records of account management, enquiries and other company contact, including inputting information and visualising data
* Facilitate the RDA Corporate Social Responsibility (CSR) group
* Build productive working relationships with RDA and council colleagues and partners to support Innovation & Investment Team members, contributing to the success of the team

This is a fantastic opportunity for someone with experience of B2B sales or a graduate with a degree in a business or marketing field, who wants to translate the theory they have learnt during higher education to a practical work environment.

This is an interesting and varied role that requires a customer-focused, enthusiastic, highly-organised, professional and adaptable individual. The ideal candidate will be competent in prioritising their workload and self-motivated. They would have some experience of working with customers and should have an ability to communicate effectively.

In return we can offer flexible working arrangements, a generous holiday entitlement, strong potential for career progression and a fun social team structure.

For an informal discussion, please contact Michelle McHugh Interim Head of Innovation & Investment on 01706 927045 or email m.mchugh@investinrochdale.co.uk

To be successful for this role, you need to have:

* B2B sales experience and/or educated to degree level
* Excellent interpersonal skills
* Experienced and confident in writing propositions / bids, creating presentations and report writing
* Excellent IT skills
* Ability to interpret and analyse data
* Understanding of CRM systems
* Good standard of literacy and numeracy
* Problem solving skills
* Ability to influence and negotiate
* Ability to understand, demonstrate and apply RDA values

**Rochdale Development Agency has agreed some core values which guide the way in which we work:**

**Collaboration**

We believe in the power of teamwork and collaboration to achieve our shared goals.

We value diverse perspectives and encourage open communication among all team members.

Together we leverage our collective strengths to drive success and overcome challenges.

**Innovation**

We are champions of innovation, constantly pushing the boundaries of what's possible and embracing a culture of forward thinking.

We foster an environment where creativity flourishes, encouraging bold new ideas and approaches.

We encourage creativity and resourcefulness, driving continuous improvement and growth.

**Integrity**

We uphold the highest ethical standards in all our interactions and decision-making.

Trust and transparency are fundamental to our relationships, both internally and externally.

We take ownership of our actions and decisions, demonstrating accountability and reliability in all circumstances.