

Job Specification: **Business Development Manager**
Reports to: **General Manager**
Date Updated: **8th October 2024**

Job Specification

Light Fantastic Production Services Ltd provide high quality lighting, audio, video and scenic solutions to the live events industry. Our clients rely on us to deliver bespoke production solutions to a wide range of prestige live events across the UK & Europe.

An opportunity has arisen for an enthusiastic, highly motivated individual to join our team based in Borehamwood, Hertfordshire, as Business Development Manager. In this role you will take responsibility for identifying and approaching new leads, customers and opportunities for the business.

In the role you will identify and secure opportunities to present the Company's services to targeted high profile events, productions and clients throughout the UK & Europe. Your objective will be to create opportunities for our project management team to convert enquiries into tangible orders. You will also take the lead in coordinating and championing customer relationship management, sales retention & sales growth within the company to ensure initial prospects become long term customers and friends.

To succeed in the role you must have demonstrable experience of successfully building relationships and turning them into opportunities; a background in the events or live production industry would also be beneficial. You must be an extremely personable, outgoing and confident communicator, comfortable presenting to and interacting with a range of clients both in person, over the phone and in written communications. You must be commercially astute, numerate and possess excellent IT skills alongside a driving licence and a sense of humour.

You will be based in our Borehamwood HQ with requirements for regular site visits and face to face meetings around London and the UK. Due to the nature of the live events industry, working hours will be varied and may include some evening and weekend work. Schedules can be subject to change at short notice and a flexible attitude to working hours will be essential.

This is a great opportunity to make a real impact within a highly motivated team and a growing business. We are looking for somebody with a true passion for the events industry, inspired to be a part of a business focused on teamwork, quality and service.

Company Benefits Include:

- 30 days paid holiday (including public holidays)
- Personal private healthcare plan
- Personal private dental cover
- Enhanced company pension
- Company laptop & mobile phone
- Long service reward scheme
- £50 annual birthday gift
- Staff facilities including fresh ground coffee, vending machine & pool table
- Weekly snacks & 'Fresh Fruit Fridays'
- Ongoing specific training opportunities

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Responsibilities:

- Take responsibility for a revenue target, to be achieved through new sales generation and maintenance & retention of existing customers
- Maintain an up-to-date knowledge of the current trends and opportunities within the live events and lighting / audio / video / scenic markets
- Research, identify and qualify potential clients & opportunities
- Create a timeline of productions and special events which match the Company's capabilities and experience
- Approach and build relationships with key influencers and decision makers within potential client organisations
- Secure opportunities to meet & present LFPS to potential clients
- Oversee the preparation of presentation content
- Present credentials presentations to new and existing clients, alongside other team members
- Liaise with the Project Management team to monitor the status of live quotes and projects
- Input into the preparation of tender documents and presentations to maximise opportunities
- Support the Project Management team in following and developing our Sales Process
- Continually seek to improve and update our Sales Process to maximise effectiveness
- Review and update leads and opportunities with the Senior Leadership Team on a regular basis.
- Assist in the preparation of revenue forecasts and budgets
- Proactively analyse sales and customer data from prior years, identifying opportunities for repeat business, lapsed customer identification and client retention
- Attend and input into regular internal sales meetings
- Network with industry professionals and customers at marketing and trade events
- Ensure all clients are aware of the full range of services offered by the company
- Ensure new sales leads / contacts are included in marketing activity / newsletters etc
- Act as an ambassador for the company at all times
- Support the Senior Leadership Team in developing processes and procedures to improve all aspects of the company's business operations
- Undertake any other tasks as reasonably requested by the Senior Leadership Team