

JOB DESCRIPTION

Head of Business Development

ABOUT SCOTLAND FOOD & DRINK

Food and drink is one of Scotland's best performing and fastest growing sectors. Scotland Food & Drink (SF&D) is the industry leadership and membership organisation tasked with driving responsible growth through a collaborative partnership between the industry and public sector. We are a membership organisation with over 400 companies at our heart. Through our leadership and delivery work, we seek to build Scotland's reputation as "a land of food and drink" and make Scotland the best place in the world to run a food and drink business.

Scotland's products are unique but so too is Scotland Food & Drink. No other country in the world has created a body which facilitates and enables government and industry to work side by side. And since our formation in 2007 food and drink has become the best performing industry in Scotland. Today it's worth almost £15 billion. The food and drink sector's collaborative strategy 'Ambition 2030', which we lead, aims to double the value of the country's farming, fishing and food and drink industry to £30 billion by 2030

Building capability, forging a global reputation and developing the home and international markets for Scottish food and drink; Scotland Food & Drink is here to nurture, support and champion the people and products of Scotland's food and drink industry to help deliver continued and growing success.

We are here to guide our members to realise untapped potential, to unlock new markets and maximise opportunities. We are committed to strengthening reputations, developing growth strategies, and broadening networks which will help deliver a competitive edge for our members and continued success for Scotland's food and drink industry.

SCOTTISH DISTILLERS ASSOCIATION

In January 2018 SF&D took on the day-to-day management of the Scottish Distillers Association (SDA). The SDA continues to be led by an independent Board who provide specific sector strategy and direction for the Association, while members can also access all the benefits of Scotland Food & Drink.

SDA has strict criteria for membership; companies must own and operate a still, manufacture and bottle in Scotland.

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JOB SUMMARY

Business Development Managers (BDM) are Ambassadors for Scotland Food & Drink in their areas and are often the first and main point of contact for food and drink companies, our members, and partners. While this is a relationship management and business development role with revenue targets attached, the role is varied, and tasks will often be determined by requests for support from our membership base. Integral to the role is the ability to collaborate with our partner agencies to acquire an in-depth knowledge of the food and drink support landscape, enabling partnership working to facilitate businesses development.

JOB ROLE

A new post of Head of Business Development is being created with responsibility for managing the day to day activities of the BDM team's work.

You will be responsible for creating team alignment and structure whilst looking after your own geography in the East of Scotland, operating as the lead point of contact for all matters specific to your accounts; each area BDM is responsible for filtering communication from and to the business base and SF&D.

Reporting directly to the Market & Business Development Director, you will play a central role in assisting SF&D to support businesses with their ambitions to grow sales of Scottish products, meeting targets established in Ambition 2030.

The East Business Development Manager historically leads on the SDA and although this structure is under review, the role is currently responsible for fostering excellent partnership working with the SDA Board and ensuring that their priorities are reflected across the Scotland Food & Drink team.

You will be skilled at mentoring, motivating, and managing a group of high performing BDM's. You will have strong core sales skills including influencing, negotiation, quick problem solving, numeracy & analytical skills, and a commercial mind-set.

You will also be able to utilise our CRM to manage regular contact with your account base and ensure your time is purposeful / valuable to those present.

Great communication is key in all BDM roles, both in dealing with the business base and the internal departments who assist you. This is a target driven role, so you'll need to be able to maximise your, and the team's productivity through prioritisation, time management & organisation.

A full driving license is required. This is a field-based role so ideally you are located within the area and familiar with your territory, remaining cognisant that new technology from lockdown has taught us to learn to work more flexibly and efficiently.

Knowledge of the food and alcohol sector is essential.

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DUTIES & RESPONSIBILITIES

Team Management

- Implement new strategies to develop the BDM role to deepen Business Engagement.
- Develop a suite of reports to monitor and develop team performance, maximising your team's potential and provide regular reporting against targets.
- Attendance at full organisation meetings and running BDM team meetings.
- Regular one-to-ones with your team.
- Maintain a customer relationship management system.
- Provide the management structure for the BDM team whilst supporting the M&BD Director with projects as required.
- Lead on all Scottish Distillers Association activity, including Board liaison.
- Contribute to SF&D cross-team projects, feeding into plans, sharing knowledge and contacts, and delivering work-stream elements as appropriate.

Business Engagement

- Account Management of existing members within the territory,
- Understand each member business and highlight specific opportunities as appropriate.
- Regular email, phone, and face to face meetings.
- Develop and maintain key business relationships, proactively contacting the business base and working with our internal departments & external support partnerships.
- Liaise with wider SF&D team re member requests for assistance and ensure you are updated on all resource available to members, across each department.
- Provide the conduit between the member and SF&D to feedback on emerging industry issues, and improve the value of SF&D services and membership.
- Outward engagement with SF&D partners, councils, and public sector agencies (Seafood Scotland, SE, HIE, SDI, SDS, Business Gateway etc) to raise awareness of SF&D activity,
- Create links with local producers and encourage referrals.
- Regular meetings with partners to exchange information regarding activity within your territory.
- Attend networking events and represent SF&D at events, including public speaking.

Member Recruitment

- Identify, recruit, and communicate with potential businesses in the food and drink sector within your area to encourage membership.
- Deliver against monthly revenue targets.

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SKILLS AND EXPERIENCE REQUIRED:

Essential

The successful candidate will:

- Be commercially minded, with a vast knowledge and deep understanding of the Scottish food and drink sector and supply chain environment.
- Have proven account management skills, including account profiling, with demonstrable track record of programme delivery.
- Have a demonstrable background in coaching and managing teams.
- Be a team player, strong people skills to develop new and existing relationships.
- Demonstrate strong interpersonal skills; clear communicator with excellent verbal, written and project management skills.
- Have excellent analytical, monitoring and reporting skills, allowing close monitoring of all programmes.
- Demonstrate strong mentorship skills.
- Maintain high attention to detail.
- Demonstrate ability to solution build to meet the demand of account and team plans.
- Willingness to travel and able to attend events out with normal working hours.
- Exhibit good organisational and time management skills; proven ability to work to a deadline.
- Be resilient and tenacious.

Desirable:

- Familiarity with Microsoft packages and an ability to learn in-house systems.
- Collaborate with internal teams, including Industry Development, Commercial Events & Projects, Communications and Marketing, Finance, and IT to support the delivery of projects and resolve queries.
- Experience of customer relationships in the retail or foodservice sectors.
- Full driving licence.
- Degree level qualification or equivalent.

TERMS

Salary £42-48k dependent on experience.

Annual Leave entitlement 25 days (plus 10 bank holidays) Working hours 35 hours per week, but flexibility required.

This is a field-based role and given the current Covid-19 pandemic, all first stage interviews will take place via Teams calls and a degree of flexibility will be required. We appreciate your understanding on this matter.

To apply, please send CV and covering letter to claire@foodanddrink.scot with the title of the job you are applying for in the subject line.

Application deadline: Monday 21st September, interviews will take place TBC.

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Geographic Territory (East)

