

## Business Development Manager

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**Department:** Infrastructure, Housing and Environment  
**Division:** Sport  
**Reports to:** Head of Sport  
**JE Reference:** IHE1087  
**Grade:** Civil Service 12                      **JE Date:** 22/3/2022

### Job purpose

Responsible for leading all business development activities across the Sports division portfolio , with the aim of enhancing commercial capability in line with the Sport division's business plan and the Government's strategic objectives. Promoting the delivery of high-quality customer experience across the Sports division, with direct responsibility for the front and back-office membership services, programming and marketing teams. Planning, overseeing and project managing marketing campaigns and the promotion of third-party Sports events and programmed activities as well as facilitating and quality controlling sales and bookings activities to generate revenue against targets. Encouraging islanders to lead active and healthy lives, promoting the access to high quality public sports facilities that deliver a range of health and wellbeing activities and services.

### Job specific outcomes

Create medium to long term business development plans, by working with the Head of Sport and the Operations Managers (Wet and Dry Facilities), to feed into the Sport's division's business plan, to maintain and generate new commercial activity in line with the Government's strategic objectives. Identifying and prioritising key deliverables and improvements in products and services in the form of strategic targets, in consultation with colleagues, contractors, Jersey Sport, private clubs and associations, schools, other customers and members of the public to ensure the Sports division's offerings continue to meet the legal, policy and sports guideline requirements as well as balancing social and economic factors.

Prepare and control annual budgets for the business development team and related initiatives in line with the Government's plans and defined standards. Developing both short and long-term financial strategies, monitoring expenditure to ensure financial targets are met and a competitive value for money products and services are provided. Work, plan and agree with the Operational Managers the future revenue requirements for inclusion in the annual business plan, identifying and developing opportunities to generate income.

Oversee the best utilisation of people resources to ensure the delivery of high quality and cost-effective services. Supporting the team leads with the recruitment and selection of new members of the team. Identifying and addressing training needs together with the Operations Managers as necessary. Ensuring effective communication and motivation of the team in line with Team Jersey Values. Proactively addressing any wellbeing or performance concerns should they arise through set procedures and regular one to one meetings. Developing targets and monitoring outcomes against key performance indicators (KPIs).

Source and procure the required contracted services for specific business development initiatives, in compliance with the financial directions. Determining the specifications, evaluating tendered proposals, selecting third party contractors and authorising contracts. Contribute to the development of the Sport Directorate's Service Level Agreements and KPIs to ensure performance is measurable and maintained.

Lead on enhancing commercial capability across the Sports division through initiating regular reviews of the Sport division's products, services and performance based on the analysis of key management information. Gathering intelligence and insight from customer feedback, usage, attendance of programmed activities, facility hire, membership and general sales together with sector and GoJ knowledge. Identifying and driving opportunities that deliver continual improvements and commercial benefit taking into account new technologies and methods of working.

Role model excellent customer service standards by maintaining good working relationships with the various private clubs and associations, corporate clients and other businesses, schools, individual members and non-members of the public that utilise the Sport's facilities. Thinking ahead for customers to pre-empt their needs where possible and acting as a point of escalation for dealing with more contentious queries and complaints. Working with Customer and Local Services, the Office of the Director General and the Operations Managers to implement excellent customer service standards through developing a clear customer services / complaints strategy and implementing regular training initiatives.

Monitor and review records of membership sales and facility programming to create forecasts, inform future plans and sales targets. Develop products and services by working with the Team Leads and Program Co-Ordinators (for Fitness and Aquatic activities), developing related procedures seeking to expand sales and bookings and maximise on revenue opportunities. Ensuring the detail of products, membership packages, facilities available for hire, together with the relevant financial directions, health & safety, safeguarding and customer service policies are clearly communicated and understood by all members of the team.

Maintain a high level of marketing acumen in the local sports environment to oversee the analysis and interpretation of data relating to the effectiveness of campaigns, promotions and other events. Integrate such information into proactive responses (e.g. targeted promotions / marketing) and future delivery plans for the business development team in liaison with the Government Communication function. Reviewing Sport's FOI responses in line with GDPR requirements. Overseeing the maintenance and development of brand awareness ensuring the intentions, ethos and values of the Island's Sport's strategy are effectively promoted to all stakeholders including the general public.

Contribute towards the commercial negotiation of new contracts with private clubs and associations looking to use the facilities. Establishing and maintaining effective communication links to identify all sales opportunities and to confirm the details of the sales when the new business is achieved, ensuring the customer induction / transitional processes are effectively handled.

Work with the Operational Teams and the Marketing and Events Co-Ordinator to create various membership promotional events or third-party Sports Events (e.g. Island Games, Competitions, Tournaments, Swim-Marathons / Galas, Triathlons and other Outdoor Charitable Events) within the Government's facilities. Considering appropriate Health and Safety guidance (Green/Purple Guides) as necessary. Provide support, as needed, by attending marketing / promotional events as a representative of the division. Seeking opportunities to promote products and services. Maintaining and developing relationships with Jersey Sport, as well as corporate and individual customers.

### **Statutory responsibilities**

Active engagement, participation and compliance with any other statutory responsibilities applicable to the role, as amended from time to time.

### **Services**

- Sports Business Development

### **Organisation chart**

**TBC**

## Person Specification

### Specific to the role

ATTRIBUTES	ESSENTIAL	DESIRABLE
<b>Qualifications</b>	<p>Level 7 post graduate qualification or equivalent gained by substantial practical experience in a relevant specialism (e.g. Marketing, Business, PR, Sports Science etc)</p> <p>Membership of a relevant chartered professional body (e.g. Chartered Institute of Marketing, Chartered Institute of Public Relations) or equivalent level</p> <p>Level 7 management qualification or equivalent</p> <p>Project management qualification or equivalent</p>	
<b>Knowledge</b>	<p>Knowledge of:</p> <p>Sports products and services on a local, national and international scale</p> <p>Related IT Packages, including Microsoft Excel and Word Web editing techniques</p> <p>Performance management and understanding of performance metrics</p> <p>Up-to-date knowledge of Local and UK Health and Safety standards and their application in the Sports Division.</p> <p>Safe guarding particularly for children and vulnerable adults service users.</p>	<p>Knowledge of:</p> <p>The activity and processes of Government</p> <p>Management reporting as it relates to this role</p> <p>The departmental priorities, key objectives, risks and issues relevant to the department division and the role</p> <p>GoJ H&amp;S policies and their application in the Sports Division</p>
<b>Technical / Work-based Skills</b>	<p>Computer literate with ability to operate the Microsoft Office package.</p> <p>Ability to use technical business applications designed to capture, store, manipulate and analyse technical data as relevant to the Sports products, service and broader industry.</p> <p>Ability to travel between sites in a reasonable timeframe</p>	Driving licence (Group B)
<b>General Skills/Attributes</b>	Problem solving, negotiation and influencing skills. With proven ability to handle and	

	<p>interpret a range of information from a variety of sources</p> <p>Confident decision-maker</p> <p>Ability to develop innovative approaches to service delivery</p> <p>Strong communication and relationship building skills. A confident public speaker</p> <p>Excellent organisational, numeracy and written skills.</p> <p>Ability to produce written materials (e.g. letters, reports, discussion papers, proposals) to a high level for presentation</p> <p>The ability to lead, motivate and manage teams to deliver quality customer care. Facilitating the achievement of high delivery and performance and manage poor behaviour</p> <p>Excellent team player, observant and diligent</p>	
<p><b>Experience</b></p>	<p>Experience of sales and marketing in the public sector</p> <p>Customer communication, coordination and multi-stakeholder engagement Project management</p> <p>Design and implementation of change projects</p> <p>Writing web content</p> <p>Management of staff and budgets. Recruitment and Selection</p>	

**Core Accountabilities, Attributes and Behaviour Indicators**

Appointees to this role will be required to adhere to and perform their duties in line with the standards identified in the Government of Jersey tier 4 core accountabilities attributes and behaviour indicators.

## Organisational structure

### One Government Departments

