



Job Description

Title: Business Development Executive

Reporting to: Scotland Director and New Member Recruitment Manager

Location: Scotland

Job Purpose: To play a key part in helping the FMB meet its membership growth strategies by recruiting quality building companies who will benefit from FMB membership, and in retaining those members for the long term. In addition, the postholder will help to generate commercial income as part of the FMB's commercial strategy.

This role has dual reporting lines, to both the Scotland Director and New Member Recruitment Manager, reflecting the varied nature of the responsibilities.

The role is expected to be split, with 60% of time devoted to new member recruitment activities, and 40% to existing member engagement and regional support activities.

Responsibilities

- Meet monthly recruitment target to be agreed with New Member Recruitment Manager
- Meet retention targets of recruited members renewing at year 1.
- Meet agreed target for referrals to FMB Insurance Services.
- Meet agreed target for existing member engagement to be agreed with Scotland Hub Director
- Assist SME builders, both new and existing, to understand and utilise the benefits of FMB membership via both outbound and inbound calls and written communications.
- Achieve lasting, sustainable memberships by fully understanding prospective members needs and ensuring members will benefit from FMB membership.
- Be proactive in sourcing own leads through online research and networking.
- Be proactive in maintaining a good level of knowledge about FMB membership, so that you can be an expert advisor to members and prospects.
- Be proactive to help generate commercial income as part of the FMB's commercial strategy.
- Keep all recruitment and engagement information and data on CRM up to date.
- Act as a first point of contact for prospective members, present a professional image in all communications and meetings.
- Attend trade shows and consumer exhibitions within the Region/Country, but also around the UK on behalf of FMB, on an occasional basis, as required.
- Assist the Scotland Hub Director with Area Board and branch meetings.
- Comply with requirements around regulated activities such as setting up Direct Debit payments.
- Safeguard members' personal data in accordance with GDPR and FMB's Privacy Policy.
- Undertake any other duties which reasonably fall within the remit of the role.

Person Specification

Essential Skills and aptitudes

- Proven experience of selling products or services in a professional, target driven, B2B environment
- Experience of sourcing own leads and consultative selling
- Sound IT skills, including Excel, Word, Outlook, and CRM systems
- Excellent telephone manner
- Excellent standard of written communications
- Self-motivated with good time management
- Ability to work as part of a team
- Experience of lone working
- Access to own car.

Desirable Skills and aptitudes

- Knowledge of the SME and/or construction sector
- Knowledge of Membership organisations
- An NVQ or similar qualification in Sales, Marketing, or Business Skills.

This job description is not intended to be either prescriptive or exhaustive. It is issued as a framework to outline the main areas of responsibility at the time of writing. Your manager will, in discussion with you, review the job description from time to time. It is the FMB's intention to work with you to update and incorporate changes to your job description as required. However, if agreement cannot be reached, the FMB reserves the right to impose changes.