

## BIOINDUSTRY ASSOCIATION JOB DESCRIPTION

<b>JOB TITLE</b>	Director of Business Development and Membership Services (BDMS) (Maternity Cover, 10 month contract commencing mid-October 2018)
<b>DEPT/LOCATION</b>	BIA Office, Victoria Street, London
<b>REPORTS TO</b>	Chief Executive Officer

### MAIN PURPOSES OF THIS JOB

To oversee the business development, events and membership services function of the Association and deliver the 2018 and 2019 plan and budget: managing and delivering a range of financially and strategically beneficial membership services to an industry-leading standard.

To generate new membership for the BIA; ensure existing members renew; develop sponsorship; deliver current services (events and business solutions) ensuring profitability; oversee marketing initiatives to promote the interests of the BIA within the industry.

To oversee and line-manage the BDMS team, ensure that team plans and targets are met and reviewed appropriately, trouble-shoot and support individual team members.

To be an external advocate for the BIA, interfacing professionally with a wide range of stakeholders including members, prospective members, supporters, event attendees, business collaborators and other external contacts.

Report into the Senior Management Team.

PRIMARY RESULT AREAS	PERFORMANCE MEASURES
<b>Leadership and Management</b> <ul style="list-style-type: none"> <li>Reporting into SMT: contributing to the efficient running of the organization and report BDMS progress and issues</li> <li>Delivery of the plan and budget ensuring effective execution of all work streams</li> <li>Lead the culture of the BIA within the Business Development and Membership Services (BDMS) function ensuring it is a great place to work</li> <li>Line manage direct reports to perform against agreed goals</li> </ul>	<ul style="list-style-type: none"> <li>Efficient reporting to SMT and attendance at SMT meetings where required</li> <li>High level of staff delivery, engagement and alignment – implemented through effective line management</li> <li>A strong and effective team to be developed and maintained</li> </ul>

<p>(maintain job descriptions, personal objectives and development plans; ensure they work within agreed BIA procedures)</p> <ul style="list-style-type: none"> <li>• Provide day-to-day supervision within BDMS, while allowing staff to develop individually and expand their knowledge/skills/ responsibilities</li> </ul> <p><b>Budgets, Targets and Planning</b></p> <ul style="list-style-type: none"> <li>• Take responsibility for the business development and membership services activities plan and associated budget</li> <li>• Oversee the delivery of marketing plans for events, membership and business solutions</li> </ul> <p><b>Business Development and Commercial</b></p> <ul style="list-style-type: none"> <li>• To be the commercial lead and support on all BIA activities</li> <li>• Maintain financially and strategically beneficial partnering arrangements, identifying and developing new business ideas and services where opportunities arise</li> </ul> <p><b>Membership Management, Recruitment and Retention</b></p> <ul style="list-style-type: none"> <li>• Deliver the plan for membership growth and retention</li> <li>• Maintain and grow the Association's membership (directing the work of the Membership and Business Development Manager as appropriate)</li> <li>• Provide the CEO with support and planning in how to engage with existing and potential members</li> </ul> <p><b>Sponsorship</b></p> <ul style="list-style-type: none"> <li>• Oversee all sponsorship activities in line with project plans</li> </ul>	<ul style="list-style-type: none"> <li>• Delivery of budget and plan to time and income/expenditure targets</li> <li>• Marketing plans to be realistic and achievable, supportive of BIA corporate/strategic objectives, and in line with strategic/operational plans prepared by other departments</li> <li>• Targets for events, membership and sponsorship to be met or exceeded</li> </ul> <ul style="list-style-type: none"> <li>• Partnerships to support BIA commercial objectives to be developed and maintained</li> </ul> <ul style="list-style-type: none"> <li>• Demonstrable retention and growth in membership</li> <li>• Ensure the CEO's time is used to maximum effect for membership growth and retention</li> </ul> <ul style="list-style-type: none"> <li>• Sponsors recommitting to work with the BIA and satisfied with the return on their investment</li> </ul>
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- ## Events

- Delivery of events to target – both in terms of participation and income/expenditure
- Delegate and event supporters providing positive feedback and wanting to continue working with BIA
- Participant numbers growing due to industry-leading pricing and offering

- Oversee the *BIA Business Solutions programme* and ensure it provides industry-leading services
- Work with Membership and Business Development Manager to expand the number of programme suppliers to meet member requests and demand

- Ensure the *Business Solutions Programme* is utilized by as many members as possible whilst maximizing the income it generates

- Produce updates for SMT meetings (weekly). Executive (monthly) and Board (quarterly) updates as and when requested
- Contribute as required to staff update meetings
- Interface with BIA Advisory Committees as required

- Relationships with all BIA colleagues, and other departmental heads in particular, to be strong, effective and supportive
- All BIA colleagues to be fully aware of marketing initiatives

<p><b>External Relationships</b></p> <ul style="list-style-type: none"> <li>Interface with stakeholders as appropriate, identifying opportunities for mutually beneficial collaboration</li> </ul> <p><b>BIA Marketing and Branding</b></p> <ul style="list-style-type: none"> <li>Oversee BIA corporate branding and implementation</li> <li>Contribute to the development of the BIA corporate identity</li> <li>Ensure all marketing activities reflect agreed BIA positioning messages</li> </ul> <p><b>Information Technology</b></p> <ul style="list-style-type: none"> <li>Alongside the Membership &amp; Marketing Manager, represent the needs of BDMS as key users of the CRM and CMS systems; manage issues and ongoing development accordingly</li> <li>Develop effective working relationships with CRM and CMS suppliers, ensure that any BDMS development projects are delivered to time and budget, and ensure that issues arising are addressed according to supplier SLAs.</li> </ul>	<ul style="list-style-type: none"> <li>Professionally represent the BIA at all times</li> <li>Proactively build and maintain connections with stakeholders as necessary</li> <li>Enquiries from members and other external stakeholders to be handled effectively</li> <li>Feedback from members and other stakeholders to be positive</li> </ul> <ul style="list-style-type: none"> <li>All marketing materials to reflect agreed BIA branding and positioning, and also to fit synergistically with other communications materials produced by others within the BIA, in terms of imagery and content</li> </ul> <ul style="list-style-type: none"> <li>Correct and efficient use of CRM and CMS by BDMS staff</li> <li>Regular reporting from CRM and CMS maintained by the team</li> <li>Issues resolved and projects delivered in a timely and collaborative manner.</li> </ul>
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## **KNOWLEDGE, SKILLS AND EXPERIENCE**

### **Essential**

- Excellent communication (written and verbal) and interpersonal skills
- Proven sales and business development experience in service based organisation
- Sound understanding of marketing and communications principles
- Strong project management skills
- Team player, with the flexibility and ability to work alone
- Willingness to travel as necessary
- Attention to detail
- 'Can do' attitude
- Strong team building and team leadership skills
- Experience of CRM management
- Empathy with the aims of the Association and its members, yet professionally challenging to ensure that the objectives of the Association are achieved
- Marketing or business qualification and experience of more than five years
- Relevant commercial experience
- Degree level qualification

### **Desirable**

- Understanding of bioscience
- Proficient networker
- Experience of small, service-oriented environment
- Marketing and Project Management qualification
- Understanding of MS Dynamics CRM

**Prepared By: Jane Wall**  
**Approved By: Nick Gardiner**

**Date: 11 July 2018**  
**Date: 13 July 2018**