

## **Head of Business Development - £60k plus benefits**

The successful candidate will own the business development plan and lead a team to convert new leads into engaged customers that want to Drink the Difference. They will take our 2030 purpose out on the road and inspire everyone they meet to join us.

Success will be measured by the number of new customers onboarded across our product portfolio and bringing scale customers onboard that deliver strategic opportunities. These customers will know what we do and what we stand for, not everyone is the right customer for us, and we are not always the right business for them. Getting this right is crucial.

To do this you will:

- Be passionate about Belu and our purpose
- Develop and lead a high performing, collaborative and entrepreneurial team
- Own the plan that will deliver the Business Development strategy, ensuring that the team is clear on their role and execute it brilliantly
- Lead B2B New Business Development across HORECA - leading scale growth within specific sectors of the UK Hospitality Industry across the entire product portfolio; Belu Filter In Action, Mineral Water, Tonics and Mixers
- Be an inspiring and supportive line manager of a proactive, efficient, and planned Business Development team of three including two Business Development Leads and an Executive
- Manage the complete sales cycle; identify, qualify, and close opportunities, both inbound and outbound with customers that align to our purpose
- Ensure commercial viability of deals, ensuring that the P&L targets are met
- Drive a best-in-class sales experience, a prospect wouldn't dream of going elsewhere once they've engaged with us
- Drive the end-to-end sales process with the team and ensure effective handover to the Customer Relationships Team
- Develop capability, infrastructure, and discipline to measure and improve the pipeline through new CRM initiative in collaboration with our Programme Lead
- Build CRM data to create insight to enable our acquisition resource to contact potential partners time and cost effectively
- Ensure due diligence for all new business being onboarded
- Work collaboratively across teams to ensure success
- Represent Belu at events, including conferences, customer events and speaker panels

**Behaviours:**

- You are entrepreneurial, organised, resourceful, resilient and driven - a solutions not problems mindset
- You are a natural networker and visible presence in market. If you see an event that's good for you to be at, you jump on it

- You are and comfortable with ambiguity and confident in making decisions at pace
- You see the bigger picture, know how to get there, and don't sweat the small stuff
- You can self-motivate and are full of curiosity and a desire to succeed