



# Job Description – Business Development Manager

**JOB TITLE:** Business Development Manager      **DATE:** March 2021  
**DEPARTMENT:** Sales      **PREPARED:** QHSE Manager  
**LOCATION:** Aberdeen      **APPROVED:** Director  
**REPORTING TO:** Sales & Service Director

## 1. ROLE STATEMENT

As Business Development Manager you will be responsible for identifying and developing sales leads, pitching products and services to both new and existing clients whilst overseeing the continued development of marketing literature and strategy.

## 2. MAIN RESPONSIBILITIES

- Raising awareness of the EnerQuip brand.
- Create and develop new business relationships.
- Retain and grow retain existing business relationships.
- Prepare and deliver proposals and tender documents.
- Deliver client presentations whilst engaging the necessary technical support staff.
- Social media content management.
- Website content management.
- CRM management.
- Pipeline management.
- Development of marketing materials and overall marketing strategy.
- Administration duties such as trip reports, sales plan and equipment identification forms.
- Attending trade shows and professional networking events.
- Ensure a professional manner at all times whilst representing the company.
- Regional Market development.
- Ensure that the Quality, Health and Safety and Environmental Management Systems are followed and any problems, perceived or real are reported.
- Carry out any other duties as directed by the Directors.

## 3. KNOWLEDGE, SKILLS, EXPERIENCE & REQUIREMENTS

- Previous experience and implementation of international sales strategies is desirable.
- Ability and willingness to travel to international locations.
- Full knowledge of relevant legislation and guidelines.
- Driving Licence.
- Valid passport.
- Excellent communication & negotiation skills.
- Ability to work in a safe and effective environment with minimum supervision.
- General understanding of mechanical, hydraulic, electronic or software systems.
- Proven experience within a customer service environment preferably with manufacturing background.



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### 4. KEY MEASURES

- QHSE performance.
- Competency.
- Meeting Sales targets.
- Increase number of trading accounts.
- Level of customer satisfaction.

Signed By: \_\_\_\_\_ Printed Name: \_\_\_\_\_ Date: \_\_\_\_\_