



## Job Description – Business Development Manager

**Reports to:** Senior Business Development Manager  
**Base:** Home based with frequent customer visits  
**Hours:** Monday-Friday, 0900-1700 (totalling 35-hour week per week)

### About Us

The Road Transport Industry is a dynamic, business critical sector upon which the UK economy depends. The Road Haulage Association (RHA) is the only UK trade association dedicated solely to the needs of UK road transport operators. It is the voice of the road haulage profession, a champion of its interests and a respected partner to the broader logistics community. We represent approximately 7,000 member companies.

### Job Purpose

To develop and grow relationships with new and existing key Associate Members and external clients to maximise revenues through sales including multi-media, marketing and sponsorship opportunities including events.

Promoting various RHA services, offerings and initiatives to existing members and non-members as well as assisting with the delivery of the RHA's key campaigns/projects with the aim to increase the RHA's overall revenue growth and increase market share.

### Key Responsibilities

- To implement and develop strategic business plans to achieve specific business goals
- Responsible for developing and managing effective relationships with new and existing key commercial partners.
- Develop relationships with industry suppliers to recruit as new Associate members.
- Working closely with the Marketing team to devise creative promotion solutions for client's marketing requirements.
- Achieving growth and hitting sales targets by successfully managing own pipeline
- Monitoring sales data and keeping up to date with current market trends and customer needs.
- Identifying and creating strong loyal relationships with all decision makers internally and externally.
- Using pareto analysis to ensure top accounts giving 80% of the business grow.
- Being aware of all competitor activities within major accounts.
- Identifying new business opportunities and revenue streams.
- Enhancing the name, reputation and influence of the RHA through positive customer experiences.

### Key attributes

- Knowledge of the haulage/transport/logistic industries is important but not essential
- Sales and Marketing experience in a multi-media environment

- Event and advertising/media sales experience would be very advantageous
- Account management experience
- Excellent communicator and able to influence effectively
- Experience of presenting at Board level
- Ability to work across several projects at once
- First class consultative sales skills
- Proven ability to create effective customer solutions through a range of methods

**General**

- Strong work ethic and ability to work as a team and autonomously
- Targets and results driven, with excellent organisational and administrative skills
- Holds full UK driving licence, as client visits and attendance at trade shows and industry events will be required
- There will be occasions when overnight stays are required away from home.
- Any other tasks, which can reasonably be performed as requested by the Company.

**General Responsibilities:**

All employees of the RHA have the following responsibilities:-

**Health and Safety**

- To take responsibility for your own health, safety and welfare, being conversant and ensuring compliance with the organisation’s policies and procedures

**Training and Development**

- To undertake all reasonable training, learning and development activity designed to support you in your role

**Diversity and Equality**

- To be responsible for your own behaviour and act in a manner that avoids and discourages any form of discrimination or harassment

**Quality Policy**

- To be responsible for the activities required to support the organisation’s Quality Policy

**Employee’s Signature:**

**Date:**

**Manager’s Signature:**

**Date:**

**Review Date:**

**Date:**