



**Institute of
Money Advisers®**

Assuring quality in the money advice profession

IMA Business Development Consultant

Salary: £32,844 p.a. pro rata (actual salary £9,384 p.a.)

Reporting to: Chief Executive Officer

Role Purpose: To develop a strategy and conduct the resulting business development activity that will enable the IMA to secure new, additional income.

Hours of work: Part-time 10 hours per week, for an initial 12-month period.

Key accountabilities

1. Strategy	<p>Produce a strategy for new income-generating activities which also provide high customer satisfaction.</p> <p>This will include reaching non-traditional markets for: training, membership, conference and quality audit, plus identifying new income-generating activities outside of these services.</p> <p>This will include;</p> <ul style="list-style-type: none">a) gaining a good understanding of the IMA's current services.b) identifying the IMA's unique selling propositions and differentiators.c) conducting research to identify: new markets, customer needs, market trends and competitor services/products.d) advising with the CEO if research shows that new/additional/adapted products or services are required.e) agreeing income targets in consultation with the CEO.f) identifying target organisations, decision makers and key influencers.
2. Execution	<p>Execute the strategy, this will include:</p> <ul style="list-style-type: none">a) developing a pipeline of relevant opportunities by connecting and building relationships with the

	<p>decision makers and key influencers, understanding their needs and concerns.</p> <ul style="list-style-type: none"> b) developing proposals, presentations and marketing materials to promote the IMA's products and services c) where appropriate, setting up meetings with decision makers (telephone, video-call and face-to-face). d) preparing, pricing, converting opportunities and developing contracts for the resulting new customers. e) recording all business development activity in a collaborative Customer Relationship Management tool, working with the Operations Manager and Finance and Human Resources Manager to monitor sales pipeline development and progress against targets. f) carrying out sales forecasts and analysis, presenting findings to the CEO. g) achieving or exceeding income targets.
<p>3. Other</p>	<ul style="list-style-type: none"> a) monitoring, analysing and interpreting management information, identifying statistical trends and reporting to the CEO and other parties as required; b) commitment to understanding, collaborating on, and working towards achieving organisational objectives; c) compliance with IMA policies and procedures, including strict confidentiality and data protection requirements; d) contributing flexibly as part of the team to assist in the smooth-running of IMA services; e) undertaking any other duties as may be reasonably required within the scope of the role.

PERSON SPECIFICATION

Essential

1. Ability to use IT packages, including word processing, spreadsheets, databases, web-publishing, and the ability to use email and to maintain an electronic diary.
2. Ability to build rapport.
3. Strong persuasive written and oral communication skills, including excellent presentation skills and the ability to convey complex information concisely and accurately.
4. Sales track record from a previous business development, sales or marketing role.
5. A consultative and confident sales approach, with the ability to listen and adapt solutions to customers' needs.
6. Strong negotiation skills.
7. Project management capability.
8. Ability to work flexibly, to manage several diverse activities at one time and to resolve conflicting priorities effectively.
9. Ability to work on own initiative and flexibly as part of a team.
10. An understanding of and commitment to equality and the positive value of diversity.
11. Ability to commit to and work within the aims, principles and policies of the Institute of Money Advisers, including those relating to confidentiality, data protection.

Desirable

12. Business development qualification.
13. Experience within, or knowledge of, the money and debt advice sector.