

Bristol, Clifton and West of England Zoological Society Ltd

Job Description

Job Title:	Business Development Manager
Department:	Commercial & Communications Directorate
Location:	Bristol Zoological Society
Reporting to:	Commercial & Communications Director

Job Purpose

- This role will work closely with the Commercial & Communications Director [CCD] and the Head of Commercial Operations [HoCO] in the development of identified business plans for Bristol Zoological Society.
- The Business Development Manager will research, write and develop business plans for new secondary spend opportunities and review existing products, services and commercial offerings to ensure maximum success for the Society.
- This is a fixed term post to support the Society in the development and implementation of the commercial operations strand of the new Strategy to 2035.

Main Duties

- Research secondary spend business opportunities and viable commercial income streams for Bristol Zoological Society.
- Identify and map organisational needs and customer needs to ensure only attractive and viable business opportunities, that align with the Societies strategy and mission and values, are pursued.
- Work with stakeholders to fully scope new secondary spend business opportunities, and gain a deep understanding of the holistic impact and opportunity available.
- Work with other managers and Heads of Departments to develop business plans that are coordinated across the Society and created collaboratively with the relevant business unit 'owners'.
- Write considered and robust business plans that clearly articulate the aims, financial opportunity and route to implementation.
- Undertake competitor research, identifying and utilising industry trends to inform business plans.
- Work with internal departments to identify and utilise relevant internal data and insights to inform business plans.
- With the CCD and HoCO, explore and analyse options and solutions and make recommendations within proposals.
- Develop detailed and robust P&L forecasts for new and existing commercial products and offerings.
- Scenario plan and stress test variables within business plans.
- Identify project risks and mitigation actions as necessary.
- Provide other departments with commercial insight and business planning expertise.

Bristol, Clifton and West of England Zoological Society Ltd

Job Description

- Write, plan and coordinate tender processes for associated new contracts. Liaise coordinate and negotiate with suppliers and concessions.
- Draft and review contracts for potential concessions and other new partners.
- Report on performance and implementation of new and existing commercial opportunities as they are implemented.
- Liaise with the Transformation Programme Team to align timelines and incorporate business plans with the wider transformation.

Key Performance Indicators

- Effective and high-quality communication and stakeholder collaboration across a wide variety of internal departments.
- Production of robust, well researched business plans that are based on credible business insights.
- Financially viable business plans for secondary spend products and services that align with the Society's strategy, mission and values.

Key Contacts – Internal & External

- **Internal** – Working closely with the CCD and HoCO on a day to day basis. Working closely and collaborating with other managers in other departments (including but not limited to finance/data, transformation programme team, digital/marketing and HR) to ensure holistic plans are developed and meet the wider needs of the organisation.
- **External** – Concessions and potential concessionaires, suppliers, research bodies, external competitors/collaborators.

Health & Safety

- Ensure that Health and Safety guidelines and fire regulations are strictly adhered to.
- Comply with safe working practices as defined by the Society.
- Complete training as and when required.
- Take reasonable care for your own health and safety and that of others who may be affected by acts or omissions at work.
- Report any accidents, incidents or near misses as soon as reasonably practicable.

General

- Be aware of and adhere to Society policies at all times.
- Take part in progress/performance reviews throughout the year.
- Cooperate with other Society departments.
- Attend training courses as required to meet the requirements of the role.

Bristol, Clifton and West of England Zoological Society Ltd

Job Description

- Take responsibility for own personal development, seeking out opportunities to learn new skills.
- Undertake any other duties as requested by management, which are reasonably deemed to be within the scope of the role.

Notice period

The notice period required from the role holder is a minimum of two months. This is a 2 year fixed-term position.

Working conditions

The basic hours for the role are 37.5 hours a week; however flexibility is required as the Society operates for 365/6 days a year, with 24-hour cover.

The role holder will be required to work any additional hours necessary to satisfactorily fulfil the responsibilities of the role.

Due to Coronavirus, this role will initially be remote working (working from home), however this will be reviewed on a regular basis with the potential for blended remote working and/or full time onsite working in line with the future needs of the organisation.

Other

- Apply the Society values and behaviours to every aspect of the role at all times.
- Promote and maintain the brand standards of the Society.
- There may be occasions when the role holder is requested to work in other company locations, or carry out other duties considered reasonable by the Society or its representatives.
- To reflect any changes within the Society during the next few years, the scope of this role will be regularly reviewed and may evolve to meet those needs. Any changes will be agreed in advance with the role holder and confirmed in writing.

**Bristol, Clifton and West of England Zoological Society Ltd
Person Specification**

Communications Executive

Person Specification

Attributes	Essential	Desirable
Qualifications and specific training	Degree or equivalent vocational experience in a relevant field	
Experience	Significant experience in a similar role. Significant experience in researching, and implementing business plans that have resulted in highly profitable outcomes. Significant experience of working alongside multiple internal departments and external suppliers / providers. Significant experience of working in a complex organisation with multiple stakeholder groups.	Experience of working within a charity or visitor attraction. Experience of working in a matrix management organisation. Experience of working with third party concessions Experience of reviewing draft contracts Experience of negotiation
Knowledge	Detailed understanding of how to create business plans, including robust P&Ls based on credible insights, business planning formats, templates etc	
Skills	Highly-developed communication and presentational skills. Advanced numerical and analytical skills. Negotiation and influencing skills. Ability to absorb complex and technical information. Computer literacy – in particular excel. Ability to work effectively under pressure and manage time-sensitive deadlines. Ability to manage potentially conflicting objectives. Stakeholder management skills.	

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<p>Personal attributes</p>	<p>An excellent personal communicator, enthusiastic, personable, strong attention to detail, a self-motivator. Discrete when handling confidential and sensitive information. Confident in dealing with a wide range of different stakeholders. Calm when under pressure. An effective team player.</p>	<p>Have an interest in wildlife and the conservation and animal behaviour and welfare work of the Society</p>
<p>Additional requirements</p>	<p>Office-based support roles are due to relocate from Bristol Zoo Gardens to Wild Place Project in late 2021 – to be discussed at interview. Due to the nature of the role it is likely that you will be required to attend both sites as needed.</p>	