

BUSINESS DEVELOPMENT MANAGER

INTRODUCTION

We are looking to appoint a Business Development Manager to join our team here at 21CC Group. This pivotal role will be responsible for identifying and securing new business opportunities, developing strong client relationships, and driving new revenue across the group.

This is a fantastic opportunity for a dynamic, commercially focused sales professional to take on a key role within a growing and forward-thinking technical production and AV business. The successful candidate will have a proactive approach to business development, excellent relationship-building skills, and the ability to identify opportunities and turn them into long-term partnerships.

THE COMPANY

21CC Group is a leading technical production and AV company, renowned for delivering exceptional events across a wide range of sectors, from large-scale public events to intimate corporate functions.

With a focus on innovation, quality, creativity, and safety, we provide cutting-edge technical and creative solutions that make every event memorable. Our group brings together a wide range of expertise, enabling us to deliver outstanding experiences for our clients from initial concept through to technical delivery.

ROLE OVERVIEW

The Business Development Manager role sits within our parent company, 21CC Group Ltd, and reports directly to the Sales Director.

The successful candidate will work closely with teams across the wider 21CC Group to identify and develop new business opportunities, strengthen relationships with prospective clients, and create new revenue streams, while also driving sales across Funktioncreep and Rogue City Productions, two group companies.

You will be responsible for researching and developing new markets, clients, venues, partnerships, and opportunities across the group. You will build strong relationships with key decision-makers, understand client requirements, and develop tailored proposals and solutions that showcase the full range of 21CC Group products and services.

The role will involve a combination of proactive lead generation, client meetings, networking, strategic planning, and collaboration with our creative and technical teams to support the continued growth of the business.

KEY RESPONSIBILITIES

Business Development

- Identify and develop opportunities to introduce clients to the full range of products and services across 21CC Group, including driving sales across Funktioncreep and Rogue City Productions as part of the group sales strategy.
- Develop and implement effective business development strategies to secure new clients and generate additional revenue streams.
- Proactively generate leads and contact prospective clients and customers through a range of sales and networking activities.
- Identify and engage with key decision-makers within businesses and organisations.
- Build and develop relationships with prospective clients, understanding their requirements and identifying opportunities to support their business objectives.
- Create and deliver tailored proposals, presentations, and pitches that align with client requirements and showcase 21CC Group's capabilities.
- Develop and maintain a strong pipeline of new business opportunities.

Client Relationship Management

- Build and maintain strong, long-lasting relationships with prospective and new clients.
- Meet clients regularly, both face-to-face and remotely, to develop relationships and identify future opportunities.
- Develop a detailed understanding of client requirements and provide solutions tailored to their individual needs.
- Maintain regular communication with clients to maximise customer satisfaction, retention, and repeat business.
- Represent 21CC Group professionally and act as a trusted point of contact throughout the sales process.
- Maintain accurate and up-to-date client records, contact information, and sales activity within the company's CRM and contact databases.

Sales Strategy and Commercial Performance

- Work towards and exceed agreed new business and revenue targets.
- Produce accurate sales forecasts and provide regular updates on business development activity and pipeline performance.
- Monitor opportunities and proactively identify actions required to progress and secure new business.
- Contribute to the development and implementation of wider sales and business growth strategies.
- Provide feedback to senior leadership on market trends, client requirements, competitor activity, and new commercial opportunities.
- Identify opportunities to develop new products, services, and partnerships that support the continued growth of 21CC Group.

Collaboration and Company Support

- Work closely with teams across 21CC Group to develop innovative, commercially viable, and technically achievable proposals that support business objectives and deliver strong client experiences.
- Develop a strong understanding of all 21CC Group products and services to confidently promote the group's full range of capabilities.
- Contribute ideas and insight to the planning and development of company projects.
- Attend industry conferences, networking events, client functions, award ceremonies, and other relevant events to build relationships and generate new business opportunities.

THE IDEAL CANDIDATE

Sales and Business Development

- Proven sales and business development experience, with a proactive, commercially focused approach and a track record of converting leads into new business.
- Confident in selling ideas, products, and services to a range of clients and stakeholders.
- Experience developing and delivering persuasive proposals, presentations, and sales pitches.

Relationship Building

- Exceptional interpersonal and relationship-building skills, with the ability to engage and influence key decision-makers.
- A strong customer-focused approach and a commitment to delivering excellent client experiences.
- The ability to build trust and develop long-term relationships with clients and partners.

Commercial Awareness

- A commercially minded approach, with the ability to identify new revenue opportunities and contribute to the continued growth of the business.
- Strong awareness of market trends and the ability to identify new opportunities across a range of sectors.
- Experience producing sales forecasts and managing a pipeline of business opportunities.

Organisational Skills

- Excellent organisational, multitasking, and time-management skills.
- The ability to manage a varied workload and work effectively to tight deadlines.
- Strong attention to detail and excellent information-gathering and research skills.
- A self-motivated and proactive approach, with the ability to work independently and use initiative.

Communication

- Excellent written, verbal, and presentation skills, with confidence meeting clients, presenting ideas, and pitching solutions.
- The ability to communicate effectively with clients and colleagues across creative, technical, production, and operational teams.

ADDITIONAL SKILLS

- A strategic and creative mindset, with the ability to identify new ideas and commercial opportunities.
- A willingness to learn new skills and develop technical knowledge to confidently promote 21CC Group products and services.
- Strong IT skills and proficiency in Microsoft Office 365, including Word, Excel, and PowerPoint.
- Experience using Canva and other relevant presentation, CRM, or analytical software would be advantageous.
- The ability to manage high-pressure situations with professionalism and composure.
- Willingness to travel to client meetings, venues, industry events, and event sites, with a full UK driving licence and access to own transport essential.

EMPLOYEE BENEFITS

- This is a permanent, full-time position within 21CC Group. Part-time working may be considered for the right candidate.
- Flexible working hours, with core hours from 10:00 am to 4:00 pm each working day.
- 31 days of holiday per year, including bank holidays, with five days allocated by the company.
- Hybrid working model, offering flexibility to work from our offices, remotely, and on-site as required.
- Company pension scheme.
- Access to ongoing training, professional development opportunities, and industry events.
- Opportunities to attend networking, award, client, and company social events.
- Weekend and evening work may be required during events.

SALARY

- £32k - £37k per annum, based on a 40-hour working week.
- Car allowance.
- Annual salary reviews.