



## **Job Description: Business Development Manager**

<b>Job Title:</b>	Business Development Manager
<b>Department:</b>	Commercial/Operations
<b>Reporting To:</b>	Chief Operating Officer
<b>Salary:</b>	OTE £40k
<b>Location:</b>	London NW3 (occasional travel may be required)
<b>Annual leave:</b>	28 days (including Bank/Public Holidays) plus Jewish holidays

### **ABOUT JW3**

JW3 is a non-profit Jewish Community Centre and arts venue based in London NW3, open to all regardless of race, religion, belief, gender, sexuality, ability or age. We are a registered charity and a company limited by guarantee. We opened our doors in October 2013 and currently receive over 200,000 visits each year to our purpose built centre that houses a Cinema, Restaurant, Bar, Café, Nursery, and over a dozen spaces where a year-round programme of over 6,000 activities takes place, including adult education, language classes, theatre, music performances, youth programmes, after-school activities, food & drink workshops and demonstrations, parties, 'big name' talks and debates, films, family programmes and more. In the past 12 months JW3 went from being a purely in-person operation to engaging tens of thousands of people remotely. As we return to inperson activity we are committed to continuing to serve audiences online.

Our Vision is to be at the heart of a vibrant, diverse, unified British-Jewish community, inspired by and engaged with Jewish arts, culture, learning and life.

We aim to achieve this by:

- Creating outstanding events, activities, classes and courses – the diversity of which reflects the diversity of our community;
- Offering multiple entry points into Jewish life, culture and community for the widest possible range of people regardless of age, background or belief;
- Increasing the quality, variety and volume of Jewish conversation in London and beyond.

### **MAIN PURPOSE OF ROLE:**

This is an exciting time at JW3, as it seeks to develop its Commercial Strategy, establishing new revenue streams & creating new business opportunities, taking advantage of the breadth of assets, both physical and online.

This role will lead on advertising and sponsorship sales and will have the opportunity to help shape and execute the future strategy.

## **MAIN RESPONSIBILITIES & DUTIES:**

### **1. Advertising & Sponsorship Sales**

- Proactively reach out and engage with prospective clients in relation to sponsorship, promotion and advertising opportunities
- Seek out the appropriate contact in an organisation
- Generate leads and cold call prospective customers
- Working closely with clients to understand their expected outcomes
- Working closely with site teams to implement activities with minimal impact on operational delivery
- Manage costs to ensure that the target cost to income ratio is met or reduced
- Ensure that all commercial activities comply with relevant legislation e.g. Health & Safety, GDPR etc.

### **2. Researching and Developing Commercial Opportunities**

- Work with the COO to develop and execute current opportunities as well as researching, identifying and developing new business opportunities

## **OTHER RESPONSIBILITIES AND DUTIES:**

- When appropriate, attend industry events and conferences for lead generation/business intelligence
- Take initiative to understand the industry and new trends and develop long-lasting partnerships
- Protect and enhance the reputation of JW3, presenting the organisation in an appropriate and professional manner to stakeholders
- Act as an advocate for the impact of JW3's work where appropriate
- Build appropriate relationships with relevant organisations to raise JW3's positive profile
- Attend all relevant staff meetings

## **REVIEW ARRANGEMENTS**

This job information cannot be all encompassing. It is inevitable over time that the emphasis of the job will change without changing the general character of the job or the level of duties and responsibilities entailed. Consequently, this information will be periodically reviewed, revised and updated in consultation with the post holder to reflect appropriate changes.

## **BENEFITS OF THE ROLE**

In return for your hard work, commitment and success as an integral part of the JW3 commercial team, you can expect:

- Access to a fantastic range of events ranging across Arts, Culture, Politics, Education and Film
- Some flexibility with your office hours
- To be part of a charity that makes a real difference to our community and wider society
- To be given a level of independence and enjoy a hands-on role
- To be a voice that's heard through all levels of the organisation and affect change
- Opportunities to work with and learn from lay advisors who are experts in the field
- Training and development opportunities

## **PERSON SPECIFICATION:**

All staff must wholeheartedly buy into JW3's mission, vision, values and guiding principles.

### **Essential Skills, Knowledge and Experience**

- Minimum of 4 years' B2B sales experience
- A demonstrable record of reaching and exceeding sales targets
- Demonstrable experience working in a complex stakeholder environment, with good relationship management skills and adherence to approvals processes
- Ability to deal with a diverse and demanding workload
- Demonstrates excellent verbal and written communication skills
- Confident talking to decision-makers
- Competitive nature and willingness to learn
- Computer literate
- A team player committed to supporting the team goals in addition to working on their own initiative

### **Personal Skills**

- Excellent written and verbal communicator with confidence to communicate at all levels
- Excellent organisational and administrative skills with a commitment to quality and attention to detail
- Ability to multi task and capable of operating efficiently in a fast moving environment
- Ability to work effectively and calmly under pressure
- Ability to prioritise own workload
- Adaptable approach to work
- Incredible customer service skills

### **Desirable Skills, Knowledge and Experience**

- Experience of working with an arts & culture or community setting