

Job Description

Post Title:	Business Development Co-ordinator (AA4129)	
Evaluation:	526 Points	Grade: N7
Responsible to:	Area manager - Leisure Specialist	
Responsible for:	The development, delivery and management of Active Newcastle	
Job Purpose:	To contribute to the reduction of levels of inactivity in the city by leading the business and growth of Active Newcastle; by developing, sustaining partnerships through delivery of coordinated marketing, sponsorship and other commercial campaigns.	
Main Duties:	<p>The following is typical of the duties the post holder will be expected to perform. It is not necessarily exhaustive and other duties of a similar nature and level may be required from time to time.</p> <ol style="list-style-type: none">1. To develop advertising, sponsorship and other commercial branding assets to generate income for the council whilst balancing the customer's objectives with those of the council.2. To develop a co-ordinated approach to sales by identifying leads, developing field sales strategies and pitching goods or services to new customers.3. To develop, organise and co-ordinate marketing strategies through branding and production of copy for target markets through a variety of different media channels.4. To contribute to the development of pricing strategies, recommend selling prices and monitor costs and competition.5. To monitor and report appropriate performance indicators of contractual arrangements, analysing variances and initiating corrective actions.6. To provide effective support and participate programmes, projects or initiatives as required.7. To prepare reports and undertake analysis of management information to support management decisions on investment, performance and service delivery including, projected sales volumes, profit for existing and new products, cost forecasts.8. To ensure that that the Council's policies and procedures are correctly applied, particularly in relation to financial regulations, procurement strategy, planning, legislative requirements and recovery of income.	

9. To develop and maintain positive and collaborative relationships with all customers both within and outside the council.
10. To provide, as directed, sales training, advice and support to services across the council.
11. To assist with supervision, work allocation, advice and personal development of staff on a project and/or personal development basis.
12. To promote and implement the council's equality policy in all aspects of employment and service delivery.