

Role Profile

Role title: Business Development Manager (BDM)

Reports to: Regional Operations Director (ROD)

Location: Field Based – Geography Various

Role Purpose

The purpose of the BDM role is to grow and maintain strong and open business relationships across the area. Maximising the profitability of each site both for Admiral and the licensee is key. BDM's should use their strong commercial business acumen and influencing skills in order to achieve budgeted profit targets and to continue to drive high performance by recruiting strong calibre business minded entrepreneurs into our pubs. Licensee retention and support is an essential component of this role.

Key Accountabilities

- Develop, implement and maintain a clear operational plan for every pub in the area, to deliver a budget with a focus on five key performance areas detailed below.
 - **Driving income and sales**
 - **Reducing failure and improving average tenure**
 - **Receiving payment**
 - **Investing to maintain and grow income**
 - **Reducing costs**

It is expected that these will be achieved by:

- Establishing trust and confidence with your licensees through regular and effective business meetings. Motivating, supporting, influencing and delivering appropriate levels of challenge where necessary (such as licensees failing to consider commercial opportunities) and escalating as required to your ROD.
- Recruit (alongside the Recruitment Team) business entrepreneurs with the commitment, passion and skills to ensure achievement of both the individuals business plan and Admirals' growth objectives. Maintaining and driving a pro-active recruitment plan that improves the calibre of licensees across the area.
- Drive growth through well executed business development meetings. Look at continuous improvement through appropriate advice, retail development opportunities (such as non-beer sales strategies), quality checks, negotiation and capex. Also ensuring that rent reviews and agreement renewals are conducted in an appropriate and timely manner.
- Support and improve existing licensee skills through quality, targeted and meaningful support alongside utilisation of Admiral's training resources.
- Identification of suitable investment opportunities and developing and maintaining high quality business rationales for an on-going Capex programme. To improve ROCE and achieve the targeted return of investment.

- Recruit suitably funded business entrepreneurs and work effectively with the credit control team to optimise cash collection and overall management of debt with licensees, without compromising sales opportunities.
- Build strong working relationships and work positively not only within the regional team, but the wider field teams, and with all support teams and Head Office departments. Participate in and support company projects as required.

Person Specification

Competency Requirements

Influencing and Negotiation

Able to negotiate and sell ideas and suggestions. Drives, influences and convinces others. Has presence and impact combined with credibility. Can gain respect, inspires confidence and can lead and take an up-front approach.

Taking Responsibility and Control

Seeks responsibility and wants authority. Is streetwise and can take a common-sense approach. Takes ownership of problems and willingly accepts responsibility for them. Is prepared to handle conflict and will deliver what is promised. Monitors the situation and identifies problems early. Uses network and maximises the opportunity to solve issues via resources such as other people or expertise as needed.

Communication and Interpersonal Sensitivity

Is confident and effective in communication. Builds good relationships with others, ensuring an open, honest and trustworthy approach. Genuinely listens to the real comments and issues. Is tactful and diplomatic. Understands the behaviour of others and ensures a professional relationship. Is subtle in approach. Coaches and develops others. An effective note taker who is competent with IT platforms used in the business

Pro-Active and Strategic Thinking

Is pro-active and prepared to take the initiative. Can anticipate problems and thinks of the long term as well as towards short-term objectives. Thinks quickly on his/her feet, is flexible, adaptable and pragmatic if required. Can switch between different tasks to achieve objectives.

Commercial and Business Awareness

Is aware of business implications. Has an understanding of competitors and the marketplace. Understands the corporate view and has an over view of business needs. Has a clear 'view' on the business. Maximises use of experience to focus on profitability as a whole. Is financially aware and uses entrepreneurial skills.

Challenging and Analytical

Focuses and understands the key issues. Is challenging, analytical and systematic in approach. Interprets data effectively and weighs up pros and cons. Has critical evaluation skills, coupled with a hands on approach.

Innovative Thinking

Is innovative in the ways of doing business. Thinks laterally and has a wide perspective. Can be creative and generate ideas and solutions linked to market needs. Can take calculated risks to achieve results.

Personal Organisation

Can prioritise and organise. Is methodical and detail-conscious. Will follow through and is conscientious. Manages time effectively. Is thorough, structured and reliable.

Emotional Resilience

Is tenacious and resilient. Will persevere until a solution is found. Cool under pressure and level-headed. Tough-minded and mature in approach.

Drive and Results Orientation

Is achievement focused and results-orientated. Achieves objectives, owns targets and is process driven. Energetic in approach and drives towards final objectives. Is a quick learner and eager to achieve, seeing the task through from conception to completion.

Sales Negotiation Skills

The ability to negotiate discounts, prices, concepts, and quantities on deals, to get the best for the company. Ability to demonstrate the deal and articulate key benefits, so that it is perceived highly and valued. Able to persuade individuals without creating a hostile reaction. Listens well and identifies flaws in other arguments. Able to identify when and how to close the deal.

Technical Requirements

- Comprehensive experience of profit responsibility within a customer facing multi-site management role.
- Understanding of licensing laws and the Pubs Code is desired but not essential.
- Computer literate – a minimum of intermediate Word, Outlook and Excel plus basic Power Point.
- Full GB Driving Licence.

Values and Behaviours



Behaviours

1. Clarity for all
2. Positive attitude
3. Passion to succeed
4. Collective accountability
5. Mutual trust
6. Achieve together

Behaviours

1. Show empathy
2. Listen and understand
3. Support, guide, develop
4. Communicate clearly
5. Recognise and appreciate
6. Respect each other

we
dream big

we
deliver

i am
admiral

Behaviours

1. Don't fear failure
2. Make impossible possible
3. Innovate and motivate
4. Remove barriers
5. Aim higher
6. Make a difference

Behaviours

1. Take ownership
2. Can do attitude
3. Exceed expectations
4. Aim high
5. Challenge positively
6. Deliver on time