

Role profile

Role title:	Business Development Manager (BDM) Proper Pubs
Reports to:	Operations Director (OD)
Department Head:	Director of Proper Pubs
Location:	Field Based

Objectives of the role

- 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 Operator is key. BDMs 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 Community Hero's to operate their pubs.

Key Responsibilities

- 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**
 - **Maximising review through strong cash and stock controls**
 - **Minimising cost pressures with the company by implementing a strong VFM culture**
 - **Develop a growth capex plan with strong returns**
 - **Delivering a community action plan within every pub**

It is expected that these will be achieved by:

- Establishing a proper relationship with every Operator within your span of control by delivering every interaction in a positive and meaningful way. Motivating, supporting, influencing and delivering appropriate levels of challenge where necessary.
- Recruit (alongside the Recruitment Team) Community Hero's with the commitment, passion and skills to ensure achievement of your plan for every pub. Maintaining and driving a proactive recruitment plan that improves the calibre of Operators across the area.
- Drive growth through well executed business development meetings. Look at continuous improvement through appropriate advice, retail development opportunities, quality checks & capex.

- Support and improve existing Operator 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.
- 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.

Skills and Experience

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 overview of business needs. Has a clear 'view' on the business. Maximises use of experience to focus on profitability. 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.

- **Driven and Results Orientated**

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.

- **Compliance Driven**

Can maintain compliance levels for all of their pubs and ensure that pubs are kept legal and lawful within the areas of H&S and licensing legislation

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 License.
- This position is a regulated Conduct Role under the FCA's Senior Managers and certification Regime (SM&CR)

Working Arrangements

This is a Field-based role – Head Office attendance is only required for specific meetings/purposes. You will need to live in or near your assigned geography.

Admiral Taverns Values and Behaviours

Core to the Group's ongoing success is the strength of our team. We are incredibly proud of the culture we have developed across our business. Our team are passionate, hardworking, dedicated and ambitious. Our team developed the company values themselves which means that we live these through to the core of our business. Everything we do as an organisation revolves around supporting and enabling our licensees to make their business the very best it can be.



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WE WORK TOGETHER IN A POSITIVE AND INCLUSIVE WAY

Collaboration and accountability
Be supportive and open
Motivate ourself and others



WE RESPECT AND CARE ABOUT OUR TEAM, LICENSEES AND OPERATORS AND DEMONSTRATE THIS IN OUR ACTIONS

Honesty and integrity
Empathy and compassion
Communicate with clarity to all



WE STRIVE TO MAKE THINGS BETTER

Take ownership and lead by example
Give and accept positive challenges
Deliver ambitious results

Admiral Taverns is committed to equal opportunities for all and to the provision of a diverse and non-discriminatory working environment.