

# Campbell Scientific Limited

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## **JOB DESCRIPTION: BUSINESS DEVELOPMENT MANAGER (OBSERVATION NETWORKS)**

**Reporting to:**      **Head of Sales & Marketing for Campbell Scientific Europe**

### **Job Role**

The Business Development Manager (Observation Networks) is responsible for developing and implementing a strategic and robust Business Development plan to enable Campbell Scientific Ltd to meet its strategic business objectives for the Large Hydrometeorological Observation Networks in Europe and North Africa.

A principal focus is on growing business in the hydrometeorological market in these territories, developing new business, in particular growing our customer base and winning large projects for the National Hydrometeorological Services and other large networks.

To increase the perception and position in the company's chosen markets, increase its customer base, accelerate the business' evolution from product distribution to project and full turn-key service delivery, and ultimately increase turnover whilst maintaining target profit levels.

To assist in the development of technologies, systems, solutions and services by carrying out analyses and providing information on key market requirements for Hydrological & Meteorological Observation Networks.

### **Main Responsibilities**

- Build, maintain, and execute the opportunity pipeline for the National Hydrometeorological Services and other environmental observation networks, including competitive landscape analysis, growth targets, key metrics, and planned tactical activities
- Work with global market business development leadership to ensure regional observation network business development efforts are aligned with and built upon the global Campbell Scientific strategic direction
- Capture new customers and grow the value of existing customers, including, but not limited to, widening our engagement with organisations and evolving the business from product distribution to full turnkey project & service delivery.
- Identify and develop strong long-term relationships with influential parties in our markets (Users, Researchers, key companies etc), to ensure that CS are strongly positioned and seen by the hydrometeorological and environmental markets as a leading brand.
- In accordance with sales and marketing plans, join and contribute to industry working groups, build industry connections, participate in industry events, coordinate client training, and generate thought leading content.
- Identify target new customers and develop a 'New Customer Strategy', prioritising actions
- Develop strong long-term relationships with the new customers so that we can increase sales values to these clients year on year and sell a range of services to them
- Review and make recommendations with respect to new business development opportunities associated with new or existing key technologies and markets

- Develop and implement a market engagement plan
- Agree the market engagement plan and targets with CSL Head of Sales & Marketing
- Carry out customer reviews as part of the market engagement plan
- Agree annual and five-year business development plans and targets with individual customers as part of the market engagement plan
- Adhere to CSL's pipeline management process and procedures to support the achievement of strategic objectives
- As part of the market research be aware of, and build up, competitor analysis information, key market requirements at present and for the future
- Feed back market information and analyses to CSL and CSI to assist in the development of new products, systems, solutions and associated services for the hydromet and environmental markets
- Produce presentations for business meetings and exhibitions – working in conjunction with CSL Marketing Department
- Work with the CSL Head of Sales & Marketing to create and implement an agreed model of business development, including financial model and dependencies on other functions
- Work with the senior management team to develop a set of performance indicators to measure the impact our actions have on our business and our customers
- Use information, including the performance indicators, to demonstrate to our customers how CSL makes a difference to the businesses of our clients, and provides an excellent service and value for money for our customers
- Negotiate, develop and implement robust contracts with our customers

## PERSON SPECIFICATION

	Essential	Desirable
<b>Knowledge and Experience</b>		
Previous experience of Business Development within the Environmental & Hydrometeorological markets	X	
Minimum 10 years' experience and demonstrable previous success in generating new business with Environmental & Hydrometeorological observation network clients	X	
A good understanding of developing sales routes to market	X	
Strong client management and negotiation skills	X	
Previous experience in sensor or data acquisition technologies	X	
A good grasp of scientific / engineering principles & methods		X
<b>Qualification</b>	<b>Essential</b>	<b>Desirable</b>
Education qualification to Higher level (HND/degree level or equivalent) in a relevant subject (technical or commercial)		X
Education qualification in Science & Maths to A level standard or above		X
English language qualification		X
CIM / ICM qualification or similar		X

<b>Skills and Competencies</b>	<b>Essential</b>	<b>Desirable</b>
Languages: English (essential), French, German, Spanish (desirable)	X	
Ability to build relationships quickly and develop trust with influential parties. Typically C level Director / Officer or Senior Research Scientists.	X	
Ability to communicate effectively, orally and in writing at all levels and in a variety of styles and settings	X	
Good interpersonal skills, able to build solid and constructive relationships with internal and external clients	X	
A positive and determined approach to researching and analysing new business opportunities	X	
Commercial Awareness, indicating a good understanding of internal and external commercial issues and an ability to respond to customer and internal requirements against commercial criteria	X	
Creativity, demonstrating the ability to come up with new ideas and solutions and to make practical and workable suggestions	X	
Information management, evidenced by the ability to collate, arrange and organise data, identify sources and retrieve information quickly and efficiently. To use data for analyses to show trends and identify opportunities or threats	X	
Teamworking ability, shown by working co-operatively with others, continually reviewing objectives and priorities	X	
Strategic Thinking, demonstrated by an ability to maintain a broad overview of both technical and business challenges in order to achieve long term goals whilst realising short term objectives	X	
Project Management skills, showing the ability to balance conflicting priorities, and monitoring progress to ensure projects remain on schedule and within agreed costs		X