

# Campbell Scientific Limited

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## **JOB DESCRIPTION: BUSINESS DEVELOPMENT MANAGER (DACH)**

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

### **Job Role**

The Business Development Manager (DACH) is responsible for developing and implementing a strategic and robust Business Development plan to enable Campbell Scientific to meet its objectives for the German, Austrian & Swiss market.

A principal focus is on growing business in Germany, Austria & Switzerland, developing new business, in particular growing our customer base.

To increase the perception and position in the company's chosen markets, increase its customer base, reduce dependency on single segments and to increase turnover whilst maintaining target profit levels.

### **Main Responsibilities**

*Note – the following sections use the word “customer” and should be taken to include all channels through which we expose our territory to CSL products and services. This would include; End Users, OEMs, Resellers, Agents and Systems Integrators.*

- Capture new customers and grow the value of existing customers
- 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 our markets as a leading brand.
- 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 Marketing Plan
- Agree the Marketing Plan and Targets with CSL Head of Sales & Marketing
- Carry out customer reviews as part of the Marketing Plan
- Agree annual and five-year business development plans and targets with individual customers as part of the marketing plan
- As part of the market research be aware of, and build up, competitor analysis information
- 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

<b>Knowledge and Experience</b>	<b>Essential</b>	<b>Desirable</b>
Previous experience of Business Development	X	
Demonstrate previous success in generating new business (preferably within a technology business)	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
Previous experience in one of our major markets (Weather, Water, Renewables, Infrastructure)	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: German (native speaker) and English (fluent).	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