

CAMPBELL SCIENTIFIC JOB DESCRIPTION

ROLE NAME:	BUSINESS DEVELOPMENT MANAGER (SURFACE TRANSPORTATION)
Reporting To:	Director of Sales & Marketing for Campbell Scientific Europe

1. Role Description

The Business Development Manager (Surface Transportation) is responsible for developing, implementing and delivering a strategic and robust Business Development plan to enable Campbell Scientific Ltd to meet its strategic business objectives within Surface Transportation in Europe and North Africa, as part of the wider, global, strategic business objectives for the Campbell Scientific Inc. Environmental Group.

A principal focus is on growing existing business and developing new business in the road weather market, growing the opportunity and sales pipelines, growing our active customer base and supporting our Bid teams in winning large projects for National Road Authorities and other related customers (e.g. local councils, regional authorities) in these territories. As Business Development Manager, you will proactively engage with existing and target clients in order to articulate Campbell Scientific's value proposition and to increase the perception and position of Campbell Scientific within the road weather market.

Working closely with the Surface Transportation Market Development manager, you will proactively pursue in-country partnerships where required to ensure Campbell Scientific are well positioned to provide full project delivery capabilities in our target countries. You will also play a key role in assisting our product development teams in the development of technologies, systems, solutions and services by providing market intelligence on key market requirements for Surface Transportation in our region.

The ultimate objective is to help Campbell Scientific identify and increase the sales opportunity pipeline for Surface Transportation projects in the EMEA region, working with the European Bid, Sales, Project Delivery and Technical Services teams to achieve our collective goals.

2. Main Responsibilities

- Investigate and identify surface transportation opportunities at an early stage
- Build, maintain, and execute the opportunity pipeline for the surface transportation customers, including competitive landscape analysis, growth targets, key metrics, and planned tactics
- Work with Campbell Scientific's global Environmental Market Group to ensure regional surface transportation development efforts are aligned with and build 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

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- Identify and develop strong long-term relationships with influential clients, such as National and regional road authorities, network service providers and contractors to ensure that CS are strongly positioned and viewed as a leading brand within the road weather industry
- 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
- Contribute to and coordinate with proposal response resources to ensure proper proposal response
- Participate in seminars, exhibitions, and conferences where appropriate
- Identify and target new customers and develop a 'New Customer Strategy'
- Develop strong long-term relationships with 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 CS Europe Director 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 Campbell Scientific'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 intelligence, information and analyses to assist in the development of new products, systems, solutions and associated services for Surface Transportation
- Investigate and provide feedback on growth opportunities in other Surface Transportation industries (non road-weather)
- Collaborate with CS Marketing Department to produce presentations for business meetings and exhibitions
- Work with the CS Europe Director of Sales & Marketing to create and implement an agreed model of business development, including financial model and dependencies on other functions
- Negotiate, develop and implement robust contracts with our customers
- Willingness to travel, up to 25% of time, within EMEA region

3. Performance Metrics

- Value of total opportunity pipeline (£/€s)
- Value of total project orders (£/€s)
- Lead generation rate
- Lead conversion rate
- Opportunity conversion rate
- If targets are not being achieved, diagnosing and working to resolve root causes to course correct quickly

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4. Personal Specification

Skills and Competencies	Essential	Desirable
Previous experience of Sales and Business Development within the Surface Transportation Market	x	
Minimum 5 years' experience and demonstrable previous success in generating new business with clients in Surface Transportation or related fields	x	
A good understanding of developing sales routes to market	x	
Strong client management and negotiation skills, for full project lifecycle	x	
Previous experience in sensor or data acquisition technologies, particularly in full system and project sales	x	
Languages: English (essential), other languages desirable	x	
Demonstrable experience in building relationships quickly and developing trust with influential parties	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	
A good grasp of scientific / engineering principles and methods		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

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Qualifications	Essential	Desirable
Higher level (HND/degree level or equivalent) in a relevant subject (technical or commercial)		x
Science & Maths to A level standard or above		x
English language qualification		x
CIM / ICM qualification or similar		x