

Job Description	
Position	Business Manager - Brands
Department	Commercial
Reporting to	Head of Brands (on to MD Commercial)

Role Overview

The Business Manager – Brands sits within the Commercial team supporting the growth of Right Formula. Working closely with the MD – Commercial, the CEO and the Executive Director to ensure the continued growth of the business via the sourcing, management, pitching and closing of new client opportunities. Consideration will need to be given to how best to strategically guide potential clients investment in sport and entertainment marketing.

The role holder will be responsible for assisting and defining a go-to-market strategy to meet financial targets as set by the business. They will manage each touchpoint across the customer journey to attract possible clients to Right Formula, identifying, guiding and delivering client investment into Right Formula covering strategic, consultative and sponsorship activation services.

The role requires an entrepreneurial mind-set with logical thinking to ensure the realisation of outstanding business performance. A commercial thinker, the role holder is happiest in trying to meet the challenges set by new opportunities but they are equally capable of working internally to manage the new business processes.

Requiring commercial drive, entrepreneurial flair and strategic thought the role holder will develop their existing network and new alike. Presenting Right Formula to a broad audience who have an interest in sport and entertainment marketing and setting the solutions agenda the role holder will understand a parties marketing challenges and build suitable solutions to maximise their investment.

Objectives

- Identify, nurture and engage with new client prospects within the sports and entertainment space
- Create a pipeline of opportunity to utilise our services from PETRA to traditional activation solutions and more
- Manage the response to owned and sourced RFP's, including the presentation of our answer
- Manage the response to owned and sourced opportunities leveraging the findings of our data and IP
- Work with colleagues to manage the strategic recommendations to clients
- Attend industry events and become a leading voice internally on the needs and market requirements of Brands to ensure continual development of Right Formula's consultancy services
- Contribute to the Brands department financial and operational KPI's
- Assist and take accountability in the transition from Sales to Strategy/Planning/Activation once the solution/product has been sold
- Proactively drive outbound communications process to our target audience to ensure we are consistently front of mind
- Understand targets business strategy and be able to articulate the strategic solutions internally and externally

Key Responsibilities

- Management of personal ongoing business development and commercial outreach via CRM
- Reporting and execution of personal and departmental quantitative/qualitative KPI's relating to overarching Commercial – Brands P+Ls / strategy
- Engage in highly consultative sales process and show adept management of multiple buying influences within an organisation
- Communicate and monitor profitability & margin to MD Commercial on all proposals, identifying strong results, diagnosing causes of failure, and feeding in key information and recommendations
- Drive business innovation and product quality with the support of direct reports and technical experts
- Deliver innovative solutions for effective market development (sales) strategies
- Provide support from sales to delivery to ensure that the company is fully focussed on driving success for it's clients
- Support all team members to deliver on revenue and/or KPI targets
- Research, model, evaluate and plan for new growth opportunities
- Stay abreast of key industry trends to make recommendations on new revenue opportunities
- Actively contribute to the creation of an efficient and productive team, supporting staff to achieve high standards through robust management and career development
- Embody quality - ensuring that no piece of work is delivered below Right Formula's high standards
- Negotiate and bring projects to completion with key stakeholders

Skills and Experience Required

- 4+ years in a sports or entertainment environment, with experience of sports or entertainment commercial environments
- Proven market development experience gained either in brand marketing agency
- Proven experience in complex brand marketing requirements covering, strategy, digital, content, experiential and funnel conversion
- A demonstrated understanding of the role sponsorship plays within the marketing mix
- A persuasive and confident approach to developing and delivering sports and entertainment strategic propositions and presentations.
- Strong financial management skills, including cost analysis and reporting
- Proven management of RFI, RFP and go-to-market strategy
- Proven functional approach to problem solving for potential
- Experience of reporting results and forecasts into leadership teams
- Ability to listen well, contribute to creative business discussions, influence the thinking of or gain acceptance from senior executives
- Ability to generate your own qualified leads by identifying and contacting business decision makers through industry research, networking, and referrals.
- Ability to work autonomously when required, demonstrating an entrepreneurial spirit.
- Excel at managing multiple tasks in parallel and perform in a high energy, fast paced environment
- Competence in using insight tools to support sales approach
- Be goal orientated and target driven
- Strong commercial acumen and business judgement
- Strong strategic, quantitative and analytical skills

- Focused, goals-driven with the ability to meet tight deadlines
- Experience in professional client relationship development at C-suite level
- Outstanding communication and interpersonal abilities with the aptitude to foster long-term relationships
- A persuasive and confident approach to consultatively selling a broad range of support functions across sport & entertainment to C-Suite executives
- Strong attention to detail and excellent written and oral communication skills
- Enthusiastic, energetic and innovative approach
- The willingness to note relevant trends, learn new skills and develop creative ideas
- Creative & passionate about sponsorship, brand experience, strategy

Expected behaviours

1. Trust

We make the right decisions for the right reasons.

- Be honest and support your colleagues
- Be self-aware
- Respond constructively to feedback
- Model the behaviour you want to see
- Treat others how you would like to be treated
- Act with integrity

2. Passionate

We love what we do and are driven to engage, energise and inspire.

- Probe and test opportunities to learn new skills
- Desire to have a lasting impact in all you do
- Inspire and motivate those around you
- Be an authentic ambassador and advocate
- Actively contribute to the company culture
- Act with integrity
- Trust in your beliefs

3. Adventurous

Tenaciously pushing boundaries to continuously deliver great results.

- Do the unexpected
- Be optimistic
- Be goals orientated
- Focus on your vision
- Have determination and never give up
- Explore all avenues
- Challenge the status-quo
- Hunt innovation

4. Excellence

Our broad industry knowledge and expertise allows us to not only deliver best-in-class results but exceed them.

- Desire to do more
- Push boundaries
- Be ambitious, know the big picture
- Be clear in outcomes and objectives
- Look to remove barriers to success
- Promote improvements
- Develop an attitude of constant improvement
- Learn from others

What we offer

- 25 days holiday per annum, plus Bank Holidays
- Perkbox membership
- Annual individual training budget
- Personal Development Plan
- Blended working – line manager's discretion
- Friday bar
- Private Healthcare (on passing probation)
- Cycle to work scheme
- Mentor programme