

Position Description: Business Development Manager

Title	Business Development Manager
Reports To	Sales Account Lead
Location	57 Kilmore Street, Christchurch
Date Completed	September 2026
Internal Relationships	Executive Team, Marketing & Communications Team, Business Advisory Team, Learning & Events Team, Digital Systems Manager, Senior Accounts Administrator
External Relationships	Members, Customers, Partners, Various Chambers, Business NZ, Other Associations and business groups
Direct Reports	None

Purpose of Business Development Manager Position

Winning new members and new commercial revenue for Business Canterbury is the heart and soul of this role. This is a new business role. You own a territory, generate your own pipeline and convert prospects into new members and customers. You will also engage existing members, but with a commercial lens: uncovering fresh sales opportunities across Canterbury Trusted, learning and development, events, consulting and media rather than managing renewals. Success in this role is measured on new revenue won and on the activity that generates it: prospecting, meetings booked, proposals out and deals closed. Partnership and sponsorship sales sit outside this role.

Position Objectives

- Identify and drive new business opportunities and growth to:
 - Win new members and customers through self-generated prospecting, cold outreach and referrals
 - Open new revenue within your portfolio by actively hunting opportunities for Canterbury Trusted, learning and development, events, consulting and media
 - Progress members up through the membership tiers, moving Connect members to Thrive and Thrive members to Invest
 - Grow our member and customer base through acquisition – it is your portfolio be prepared to hunt for new business
 - Drive new member and customer growth through seeking new opportunities to network and grow brand awareness.
- Maintain an accurate pipeline and customer records in our CRM so that forecasting, reporting and commission calculations are reliable.

The Role will include the Following Areas of Responsibility

- New business development: pipeline generation and new member acquisition
- Membership sales and revenue growth
- Existing member opportunity development
- Administration and support duties
- Identifying wider Commercial opportunities and report them internally

Key Areas of Responsibility

You are responsible for delivering on the following key accountabilities for this role. Key performance indicators (KPIs) will be discussed and agreed with you upon commencement. These include:

New Business Development

- Build and work your own prospect list, sustaining agreed levels of outbound activity including calls, face-to-face meetings, referral requests and follow ups
- Qualify prospects, diagnose their needs and convert them into new members and paying customers
- Attend networking and industry events to generate new leads, referral sources and introductions
- Own a forecast you can defend: keep deals progressing through the pipeline and close within agreed timeframes.
- Complete all follow up from prospect and member contacts in a timely way
- Record all prospect and member engagement in our CRM

Membership

- Drive Membership sales and growth by proactively identifying opportunities for targeted prospecting and following up with inbound queries via membership campaigns
- Collaborate across the organisation to coordinate prospect and member visits to understand customer needs and find appropriate solutions
- Utilise systems, processes and automation for onboarding, tracking and reporting
- Attend networking opportunities to engage with prospective members and customers and develop relationships
- Maintain internal relationships to ensure opportunities for sales and qualified referrals
- Contribute to the continuous development of our value proposition and communicate this with both existing and new and customers/ members.

Existing Member Opportunity Development

- Active management of Lite members into paid for membership and/or products/services. This will drive commercial outcomes
- Run structured discovery conversations with existing members to uncover new sales opportunities across Canterbury Trusted, learning and development, events, consulting and media
- Engage Connect and Thrive members to identify, pitch and close additional services, rather than to service their existing membership
- Actively watch for the signals that a member is ready to step up a tier, including growth in headcount or turnover, increased use of our services, new market or export activity and changes in leadership
- Build and pitch the value case for a tier upgrade, Connect to Thrive and Thrive to Invest, and close the uplift
- Maintain a live view of upgrade candidates in the CRM so tier movement is forecast, not incidental
- Record all Customer engagement in our CRM.

Administration and support duties

- Undertake administration for sales / membership
 - Update Member contact details and staff lists in our CRM
 - Assist with updating collateral and other documents as required
 - Respond to membership queries
 - Support members with day-to-day queries around membership issues
- Provide reception cover as needed including answering the phone and greeting guests
- Actively participate in:
 - Team meetings
 - Staff engagement surveys
 - Professional development
 - Identifying and acting on opportunities that support our strategy

Key Areas of Responsibility

Corporate Responsibility

- Always Promote a positive and professional image of Business Canterbury
- Represent Business Canterbury as appropriate
- Engage in appropriate stakeholder liaison
- Understand and implement Business Canterbury values - of **Lead the Change and the Charge; Be the Best Business Partner; Fiercely Focussed on what's best for our Customers; Commercially Driven for impact and Authenticity matters.**
- Operate within the agreed Strategy/Operational Business Plan and Budget
- Ensure you understand and adhere to all Policies including Business Canterbury's Health and Safety Policy, which involves actively always contributing towards Business Canterbury's commitment to the safety and wellbeing of our fellow staff and our members.

Key Competencies/Knowledge/Skills and Experience

	Required	Desirable
Highly organised, self-motivated and results focussed	✓	
Demonstrated track record of self-generated prospecting and cold outreach	✓	
Minimum 3 years in a B2B new business sales role	✓	
Demonstrated success closing new business against revenue targets	✓	
Strong administration skills	✓	
Excellent communication and people skills	✓	
Advanced user of Microsoft Office	✓	
Experience with HubSpot		✓
General understanding of business and the Canterbury economy to be able to understand what services will add value to our customers	✓	
Overall business acumen and a good understanding of the key drivers of business success	✓	
Previous responsibility for budget management and delivering to revenue targets	✓	
Experience in membership-based organisations		✓

Personal Attributes

Personal Attributes	Characterised by:
Goal Oriented	▪ Driven by results ▪ Proven ability to meet KPIs ▪ Maintains data and processes to be able to monitor progress
Hunter Mentality	▪ Enjoys prospecting and cold outreach, and is energised by winning new business ▪ Resilient in the face of rejection and persistent in follow up
Communication	▪ Strong written and verbal communication skills demonstrated through face-to-face interactions, phone conversations and digital communications ▪ Ability to work collaboratively as an active member of the team, being comfortable to share and communicate your ideas

Prioritises Well	▪ Is comfortable saying no to tasks or opportunities ▪ Meets deadlines and communicates where there is a challenge or conflict ▪ Works with others on collective priorities
Personal Organisation	▪ Self-directed, highly motivated and enjoys working in an empowering, flexible environment ▪ Well organised ▪ Copes well under pressure ▪ Attention to detail
Integrity	▪ A high level of integrity, confidentiality, and honesty
Agility	▪ Effective multitasker, able to switch tasks when required ▪ Tracks and maintains deadlines ▪ Maintain positivity during periods of change ▪ Able to work flexibly and outside of normal work hours when required ▪ Uses initiative to identify new ways of doing things