



Job Title: Business Development Officer

Unit/School: PDR

Grade: 4AB

HERA:

### **Core purpose of role**

PDR is a leading global design consultancy and applied research centre based in Cardiff. PDR works across a wide range of industries and this role will focus on Marketing PDR's activities to a wide international audience.

The Business Development Officer will work with the Design Specialists and have responsibility for prospecting, qualifying, and generating new business leads.

PDR's consultancy offer encompasses a broad range of design and innovation support services to organisations in both the public and private sector and in both domestic and international markets.

### **Key responsibilities and contributions**

- To be a key contact between PDR and the business community and to be proactive in generating new contacts and leads.
- Undertake research and study into both sector and company and technology / capability specific areas to help proactively identify new business opportunities.
- You will be expected to proactively generate fresh enquiries as well as follow up with enquiries made to PDR across the whole of their commercial services from consumer insight and sustainable design through to detailed product design and engineering.
- In support of client discussions, you will be expected to maintain a level of competency and understanding of PDR commercial design and innovation activities sufficient to support client and business development needs.
- Working closely within the design specialists you will ensure client quotations and proposals are neatly packaged ready for issue.
- Joining meetings and playing a part in making the decisions which shape PDR's plans around business development activity.
- Attending events, exhibitions, conferences, business network events and other activities to represent PDR's activities to a broad audience including where required presentation of PDR and its activities to a wider audience.
- Ensure all commercial new business development activity works within the PDR ISO system and approval framework.
- Work with the marketing and design team to support and grow the sales pipeline.



- Maintain an up-to-date CRM system.
- Undertaking other such duties as may reasonably be assigned.

## **Person specification**

### **Essential qualifications / Professional memberships**

- A degree in Business, New Product Development or a related field, or relevant experience.

### **Essential experience, knowledge and skills**

1. Awareness of lead generation techniques in a B2B environment.
2. Proficient in MS Office products (Excel, Word, MS Outlook, MS PowerPoint).
3. Excellent oral, written, presentation and communication skills.
4. You will be a be a good team player with an ability to identify and develop new business prospects from multiple sources.
5. Good organisational and planning skills with the ability to prioritise tasks and meet deadlines.
6. Personable and able to establish relationships quickly.
7. Highly self-motivated.
8. Experience of working in a similar commercial environment which includes customer relationship management.
9. Proven experience of good writing technique and document creation.
10. Experience of presenting and promoting products and/or services of an organisation to both small and large groups at a senior level.
11. Flexible in working hours.
12. Ability to travel to offsite locations.

### **Desirable**

1. Understanding of the product development or innovation process and general business development experience in these disciplines.
2. Familiar in core services within PDR, able to identify, clarify and explore client potential needs and possibilities and PDR's potential to support their ambitions.



3. Experience within B2B promotion and engagement.

### Welsh skill requirements

Welsh is essential to our students and staff and is a key part of our provision and services. For every position at Cardiff Met, proficiency in Welsh language is either essential or desirable. You can find information about the levels by viewing our booklet: [Welsh Language Skills Levels](#). If a skill is listed as essential in the table below, please ensure you demonstrate this in your online application form.

Language level and general descriptor	Listening	Reading	Speaking	Writing
<b>A1 – Beginner</b> Can understand and use familiar everyday expressions and very basic phrases in Welsh.	Desirable	Desirable	Desirable	Desirable
<b>A2 - Basic user</b> Can deal with simple, straightforward information and communicate in basic Welsh.				
<b>B1 - Intermediate user</b> Can communicate, to a limited level, in Welsh about things that are familiar and/or work related.				
<b>B2 - Upper intermediate user</b> Can express myself in Welsh on a range of topics and understand most of a conversation with a native speaker.				
<b>C1 - Fluent user</b> Can communicate fluently in Welsh.				
<b>C2 - Master user</b> Can communicate fluently on complex and specialist matters in Welsh.				

### Disclosure & Barring Service requirements

This post does not require a DBS check.

### Supporting information

The University is a dynamic organisation and changes may be required from time to time. This job description and person specification is not intended to be exhaustive.



The University is committed to the highest ethical and professional standards of conduct. Therefore, all employees are expected to have due regard for the impact of their personal behaviour and conduct on the University, students, colleagues, business stakeholders and our community. Each employee must demonstrate adherence to our Code of Professional Conduct. In addition, all employees should have particular regard for their responsibilities under Cardiff Metropolitan University's policies and procedures.