

# DIRECT WINES

## Direct Wines Role Profile

<b>Position Title</b>	Head of Business Development & Corporate
<b>Reports To</b>	UK Marketing Director
<b>Overall Job Purpose</b>	<ul style="list-style-type: none"> <li>Identify and engage new Business Partners to deliver incremental sales revenue, contribution and recruits.</li> <li>Retain and grow revenue from existing Corporate partners.</li> </ul>
<b>Key Responsibilities</b>	<ul style="list-style-type: none"> <li>Development and delivery of a new business partner strategy.</li> <li>Accountable for key metrics of:</li> <li>Delivering the planned level of recruits for each partner in the agreed timescales.</li> <li>Work with legal and the Business to manage the negotiations for new Business Partner relationships.</li> <li>Effective debt management for all Corporate relationships</li> <li>To build and grow strong relationships with key client personnel</li> <li>Responsibility for developing and delivering the Corporate business strategy</li> <li>To manage and develop a winning team capable of working effectively across the business and getting the appropriate resource and support to deliver the plans</li> <li>To constantly monitor performance and initiate actions to ensure the delivery of both Laithwaite's and Business Partner objectives</li> <li>Operate as an effective member of the UK Commercial team and contributing to the overall success of the UK business.</li> <li>Lead, motivate and engage the new Business and Corporate team and develop a clear succession plan.</li> <li>Manage external agencies and supplier relationships.</li> <li>Build strong working relationships with internal stakeholders and colleagues in US and Australia to share learning and best practice.</li> </ul>
<b>Qualifications</b>	<p>Essential</p> <ul style="list-style-type: none"> <li>Educated to Degree level or equivalent</li> </ul> <p>Preferred</p> <ul style="list-style-type: none"> <li>Marketing or Business Qualification</li> </ul>
<b>Experience</b>	<p>Essential</p> <ul style="list-style-type: none"> <li>Significant business partner development experience either within an agency or direct to consumer business.</li> <li>Contract negotiation</li> <li>Team management .</li> </ul>
<b>Personal Qualities and Skills</b>	<ul style="list-style-type: none"> <li>Self starter who relishes a challenge and operates with drive and energy</li> <li>Flexible and an ability to handle multiple tasks simultaneously</li> <li>Good communicator within and outside of the business</li> <li>Numerate with an ability to analyse data</li> <li>Excellent attention to detail</li> <li>Highly organized</li> <li>Good Excel skills</li> <li>Team player</li> </ul>
<b>Author</b>	Paul Busby
<b>Date</b>	April 2017