

## JOB DESCRIPTION

**Job Title:** Business Development Manager

**Reporting To:** Head of Veterinary Business

**Department:** Veterinary Business

**Location:** Field based (South West, ideally Bristol/Gloucester area)

### **The Business:**

Agria Pet Insurance Limited develops their own branded pet insurance policies, whilst administering others which include the Kennel Club Pet Insurance. We work with all partners to provide peace of mind for owners and the best possible care and protection for their pet.

### **The Job:**

The role of the Business Development Manager is to ensure our member practices and business partners are being fully supported with the implementation of our products and services and to work closely with each practice to develop a workable and successful strategy for growth. The BDM's role is to support existing practices through our growth process of introduction, training, support and excellent customer service whilst actively recruiting new practices to join Agria within the specified territory. Furthermore, the role also includes the development of specified existing 3<sup>rd</sup> party business partners across the UK.

### **Main Responsibilities & Duties:**

- Developing existing vet practice relationships to optimise their understanding of our products and services, increasing their advocacy and promotion of our products and services to their customers to agreed personal targets.
- Actively recruiting new veterinary practice customers, positioning our products and services uniquely to their business and customer base to agreed personal targets.
- Training (face to face or virtually) our partners to maximise their understanding and advocacy of our products and services and to ensure Financial Conduct Authority (FCA) standards are met.
- Keeping up to date with market trends and reporting instantly and in a monthly report on national and regional competitor and pet insurance activity.
- Building the Agria brand through supporting local and national marketing campaigns and 3<sup>rd</sup> party partner organisations to agreed budgets and deadlines; attending relevant trade shows, events and conferences.
- Communicating and liaising with our team of Business Development Managers and your partners at head office team in the pursuit of agreed common goals, demonstrating first class team work.
- Work with member vet practices to develop our 'growth process' to achieve and exceed given targets.
- Ensuring FCA and data protection compliance
- Adhering to health and safety requirements & legislation within the agreed time
- Be fully conversant and ensure all company and departmental policies, procedures and standards are adhered too at all times.
- Attending training and company meetings

- Carry out additional duties requested by a member of the management team, as the requirements of the business demand.

**N.B:** This job description is designed to outline a range of main duties and responsibilities that may be encountered. It is not designed to be an exhaustive list of tasks and can be varied in consultation with the post holder in order to reflect major changes in the job role or within the organisation.

**Qualifications, Skills & Experience:**

- Experience within the UK Veterinary sales sector is critical.
- Dynamic and proven approach to meeting sales targets and objectives
- Exceptional relationship/account management skills and personal presentation.
- Strong depth of knowledge and relationships of the industry including corporate groups, PMS providers, wholesale and buying groups.
- Proven track record in growing customer portfolios and generating new business, taking a strategic approach.
- Proven track record of achieving targets in a business to business field sales environment.
- Exceptional self-management skills, including diary management, planning, prioritisation, self-motivation and resilience.
- Ability to comfortably use all Microsoft 365 software across different multiple platforms and complete all activity on CRM systems.
- Ability to travel (incl. valid driving licence); and do overnight stays and occasional weekend working may be required to meet the needs of the role.
- Ability to work with business plans to agreed performance targets.
- Versatile, with the ability to adapt quickly to the changing needs of a rapidly developing business.
- Ability to demonstrate flexibility regarding working hours in order to meet business needs