



Black Country  
Chamber of  
Commerce

## **SALES & BUSINESS RELATIONSHIP MANAGER**

### **JOB DESCRIPTION & PERSON SPECIFICATION**

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1.	ABOUT THE BLACK COUNTRY CHAMBER OF COMMERCE .....	3
2.	ABOUT THE ROLE .....	4
3.	RELATIONSHIPS .....	5
4.	MAIN ACCOUNTABILITIES .....	6
5.	PERSON SPECIFICATION .....	7
6.	GENERAL INFORMATION .....	9

## **1. ABOUT THE BLACK COUNTRY CHAMBER OF COMMERCE**

### **BUSINESS IS DONE BETTER TOGETHER**

In our 25<sup>th</sup> year, the Black Country Chamber of Commerce is the successor to several legacy organisations, spanning two centuries.

We remain the leading business support organisation for all businesses, regardless of sector or size, doing business in Dudley, Sandwell, Walsall and Wolverhampton. One of 51 independent organisations in the UK affiliated to the British Chambers of Commerce network, our products and services help members overcome barriers and limitations to growth.

A lynchpin of the local economy, our work further amplifies the voice of members to showcase, celebrate and champion the Black Country's business community.

This is a dynamic and exciting time for us following an intensive period of modernisation and restructure and a turbulent time for many businesses. Our aim is to build on this work and continue to be a powerful delivery vehicle for our members interests and needs.

Delivering for excellent member and partner ROI, ensuring a financially stable organisation, creating relevant and valued products and services and putting our customers at the heart of everything we do are central to this.

We are passionate about working with individuals and companies who want to shine a spotlight on the region and join us in putting the Black Country on the map. This is an inspiring place to do business and we gained a reputation for delivering engaging and compelling campaigns and events which excite, inform, and develop our members.

## 2. ABOUT THE ROLE

We are looking for someone up for a challenge who will make a positive difference to Chamber members.

Someone enthusiastic, ambitious and, above all, well organised to build and preserve trusting relationships with our members. We'll rely on you to find ways to outperform our competition and maintain our company's positive image.

This role will suit someone who is an excellent communicator, a self-motivator, results driven, able to build rapport with members and understands the importance of being a real team player.

The Chamber has built an unrivalled reputation for delivering business support that adds real value to business leaders across the Black Country and beyond. Our members must be at the heart of everything we do and the relationships we build, support we give can transform businesses.

Our ambition is to improve the relationship, develop growth potential and deliver an outstanding customer experience for our membership.

So, if you have the determination to help us deliver the best experience for our members, we would love to hear from you.

### 3. RELATIONSHIPS

The Sales & Business Relationship Manager plays a vital role promoting the benefits of being actively involved with the Black Country Chamber of Commerce members. Your main objective is to recruit new and retain existing members, supporting this will be key relationships with:

**Black Country Chamber of Commerce Teams**

Senior Management Team, Membership, Marketing and Comms, Finance

**Black Country Chamber of Commerce Membership**

To engage with members to promote membership.

**Wider Business Community**

To engage the wider business community to promote membership and benefits of being involved with the Chamber of Commerce.

To achieve the above, here at the Chamber we encourage personal growth through personalised development planning. To achieve success and happiness in all areas of life we encourage our team to continuously improve knowledge, skills and experience.

Personal development is beneficial for an individual and also for businesses and society as a whole. If an individual is making the most of their abilities and skills, this will positively impact an individual and others around them.

## 4. MAIN ACCOUNTABILITIES

Outlined below are the main accountabilities of the Sales & Business Relationship Manager:

### Planning and Development

To be proactive and proficient in identifying, nurturing, and managing potential leads through various channels. Including but not limited to conducting market research to pinpoint target audiences, developing and executing lead generation plans, and leveraging the CRM system to automate and streamline the lead capture process.

- To identify and recruit new members against agreed targets. KPIs for new members will be attached to this role.
- To identify and retain members against agreed targets. KPIs for retention of existing members will be attached to this role.
- To identify and create sufficient leads to maximise sales opportunities and ensure monthly targets are met. KPIs for lead generation will be attached to this role.
- To identify key members who have further needs to support their business and upgrade to a higher membership level. KPIs for upgrades will be attached to this role.
- Active client relationship management both during recruitment process and beyond.

### Delivery

- To host Chamber networking events and build relationships with prospective and existing members.
- Regular attendance at networking events such as SME forums, Business and Trade Expos etc.
- To work with the membership team to maximise membership retention and recruitment against agreed targets.
- Promote and sell all Chamber Services, including training, Trade & Export Documentation, Events and Sponsorship opportunities.
- To work with wider team members to develop and deliver membership sales campaigns which meet the needs of SMEs across the Black Country and increase recruitment activity.
- Maintain accurate and timely records via the Chamber's CRM system.

### Evaluation

- Record all activities via our CRM system to monitor success and feed into evaluation reports.
- Gather testimonials from members.
- Record 'learnings' from activities – ensuring that we track member sentiment to further develop and shape our products and services.
- Undertake training and continuous professional development.

### Relationships

- Establish and build strong, effective, and constructive working relationships with a wide range of members, partners, and stakeholders.
- At all times, demonstrate the values of the Black Country Chamber and be an advocate for our members, events, sponsors, and business partners.

***The above list is indicative only and not exhaustive.***

## 5. PERSON SPECIFICATION

A person's suitability for the role and how they meet the below criteria will be assessed during the application, interview, and any assessment stages.

AREA	ESSENTIAL	DESIRABLE
<b>EXPERIENCE</b>		
Recent, successful experience of building and developing relationships in a business-to-business environment.	✓	
Commercially astute - with a proven ability to quickly understand a business and their challenges and opportunities	✓	
Ability to analyse own performance, understanding the trends and forecasting the future	✓	
A keen eye for an opportunity and know how to pursue and close a deal	✓	
Successful track record of achievement / delivery through their career	✓	
Working with a multitude of internal and external stakeholders at all levels		✓
<b>KNOWLEDGE &amp; SKILLS</b>		
Broad understanding of the Business Community in the West Midlands and current issues affecting it.	✓	
A broad understanding of business needs, such as finance, marketing and sales and the issues that SME face	✓	
A broad knowledge of strategic and operational issues affecting SMEs		✓
Strong leadership skills, ability to motivate colleagues and bring people together	✓	
Strong communication and organisational skills	✓	
A good understanding of commercial drivers, opportunities and management	✓	
Conversant with social media/LinkedIn	✓	
Minimum of two years' experience in a business development/sales role. Experience ideally gained in a	✓	

membership organisation or business-to-business environment.		
<b>OTHER</b>		
Demonstrate a commitment to the Chamber and our strategic objectives.	✓	
Personal gravitas to work with stakeholders and represent the Chamber	✓	
Exhibit strong inter-personal and relationship building abilities	✓	
Proven ability to work independently with focus, determination and resilience	✓	
Demonstrate tact and diplomacy, with the ability to listen and engage effectively.	✓	
Strong networking capabilities	✓	
Ability to foster and promote a collaborative team	✓	
Ability to commit time to conduct the role well, including travel and attending meetings out of office hours. Business insurance must be included on car insurance.	✓	
Enthusiasm and Energy!	✓	

The above list is indicative only and not exhaustive.



## 6. GENERAL INFORMATION

### WORKING & DELIVERY

From January 2023, the Chamber has implemented a hybrid working approach which currently includes a minimum of two full days at the Chamber's office.

The postholder should be available to attend meetings at the Black Country Chamber of Commerce's Head Office alongside other events and activities across the region as deemed relevant and necessary.

Our standard hours of work are 35 hours per week, Monday to Friday. Given the nature of the role flexibility in response to business requirements will be expected.

### REPORTING

The role has no direct reports.

### SALARY

The Band for this salary is Band C - available upon application.

### CONTRACT LENGTH

This is a permanent position

### PENSION & BENEFITS

Company Pension Scheme is 6% contribution based on an employee contribution of 2% (subject to government changes).

Death in Service Insurance, 3 x gross salary.

The Chamber is part of an Employee Healthcare Scheme.

## HOLIDAY ENTITLEMENT

The holiday entitlement is 27 days plus public holidays, and our holiday year runs from 1<sup>st</sup> January to 31<sup>st</sup> December. The postholder is entitled to a further full paid day of leave on their birthday (to be taken on their birthday or the next full working day).

Upon a full 12 months of service, employees also benefit from the following:

The Chamber traditionally closes for a number of days over the Christmas period which are in addition to your contracted holiday entitlement. This is at the CEO's discretion and employees who have not completed 12 months service may be required to save a number of days from their entitlement to cover this period.