



Black Country
Chamber of
Commerce

Business Development Manager

JOB DESCRIPTION & PERSON SPECIFICATION

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1. ABOUT THE BLACK COUNTRY CHAMBER OF COMMERCE

BUSINESS IS DONE BETTER TOGETHER

In our 25th 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 seeking a high-performing, commercially driven Business Development Manager to lead on attracting new members to the Chamber. This is a new business driven role, focused on winning new members, generating leads, building a high-quality pipeline and converting prospects through strong consultative selling.

You will thrive in a fast-paced, target-driven environment and be confident positioning the Chamber's offer to CEOs, MDs, owners and senior decision-makers. You will identify new growth sectors, lead outreach activity and play a vital role in expanding our footprint across the region.

This role is suited to someone who is ambitious, persuasive and energetic - someone who wants to make a measurable impact and enjoys closing deals. If you are motivated by results and want to be part of a growing, forward-thinking organisation, we want to hear from you.

3. RELATIONSHIPS

The Business Development Manager is instrumental in communicating the value of Chamber membership and securing new members.

Black Country Chamber of Commerce – Internal

Senior Management Team, Head of Membership, Membership Team, Marketing & Events Team, Finance Team & Export Team.

Black Country Chamber of Commerce - External

Prospective Members, Regional Business Networks, Partners and Stakeholders

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 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 Business Development 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.

- Develop and execute a commercial Business Development Plan to achieve ambitious new member recruitment targets.
- Conduct market intelligence to identify high-value business prospects, growing sectors and untapped opportunities.
- Build, manage and maintain a strong, forward-looking pipeline within the CRM.
- Work with Marketing to design targeted campaigns, sector outreach and lead-generation initiatives.
- Prepare tailored proposals, membership ROI presentations and commercial offers aligned to prospect needs.

Delivery

- Proactively generate leads through outbound calling, digital outreach, networking, referrals and event attendance.
- Conduct persuasive discovery meetings and commercial consultations with senior business leaders.
- Attend and represent the Chamber at events, forums, exhibitions and networking opportunities to attract new leads.
- Confidently pitch the Chamber's value proposition, demonstrating clear business benefits and ROI.
- Consistently meet or exceed monthly and annual new member recruitment KPIs.
- Effectively progress opportunities through the sales funnel, maintaining momentum and managing objections.
- Ensure a professional, seamless handover of newly recruited members to the Relationship Management team.
- Maintain accurate CRM records including 'interactions', forecasts, conversion rates and revenue projections.

Evaluation

- Record all sales activity, pipeline movement and conversions within the CRM.
- Produce regular commercial performance reports, including forecasts and KPI updates.
- Analyse lead sources, campaign effectiveness and conversion trends to optimise future business development.
- Collect feedback from prospects to support product development and sales strategy refinement.
- Commit to continuous professional development, especially in sales, negotiation and commercial strategy.

Relationships

- Build strong, credible and commercially productive relationships with prospects, partners and stakeholders.
- Act as an ambassador for the Chamber's commercial services, events and strategic initiatives.
- Demonstrate professionalism, confidence and the Chamber's values in all interactions.

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
EXPERIENCE		
Proven experience in B2B sales, business development or a commercial role.	✓	
Strong track record of meeting and exceeding sales targets.	✓	
Experience engaging senior-level decision makers.	✓	
Skilled in developing pipelines and managing a full sales cycle.	✓	
Successful track record of achievement / delivery through their career.	✓	
Confident delivering persuasive presentations and pitches.	✓	
Experience working within a membership, subscription or business support environment.		✓
Understanding of the Black Country business landscape.		✓
Experience representing the organisation at networking events and business forums.		✓
KNOWLEDGE & SKILLS		
Strong commercial acumen and ability to identify opportunities and sectors for growth.	✓	
Excellent communication, negotiation and closing skills.	✓	
Ability to quickly understand business needs and tailor value propositions.	✓	
Highly organised with strong planning and pipeline management skills.	✓	
Confident using CRM systems and analysing sales data.	✓	
Effective use of LinkedIn and digital sales tools for social selling.		✓
Broad understanding of SME needs, challenges and growth drivers.		✓
Minimum of two years' experience in a business development/sales role. Experience ideally gained in a membership organisation or business-to-business environment.	✓	
OTHER		
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.	✓	
Highly driven, self-motivated and resilient.	✓	
Demonstrate tact and diplomacy, with the ability to listen and engage effectively.	✓	
Strong networking capabilities.	✓	
Strong interpersonal and relationship-building skills.	✓	
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 D - available upon application. There is a Commission structure as part of this role.

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 1st January to 31st 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 several 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.