



Job description form

Position Profile

General information	
Job Title	Business Development Manager
Company	Gill Instruments Limited Gill Instruments has over 35 years' experience in ultrasonic air flow measurement and currently manufactures and supplies the most extensive range of ultrasonic anemometers (wind measurement sensors) on the market. Gill Instruments also manufacture a comprehensive range of weather stations from compact varieties to research grade stations. All products are inherently robust and can be found across the world in some of the most arduous environments.
Department	Sales

Position summary

The Business Development Manager (BDM) is responsible for identifying business development opportunities, providing Gill's proposition in line with customer needs and acting as the commercial interface with the customer. The BDM will have responsibility to develop and maintain sales of the product range to a wide variety of markets including commercial, meteorological, and industrial applications. The candidate will need experience in international sales and distributor management for a technical product range.

Main duties

- Understanding the specific channels and customers appropriate for the range of Gill products.
- Working with the Gill commercial team, and external organisations to identify and select target customers.
- Finding new OEM customers and providing technical introductions to Gill products.
- Developing and implementing appropriate customer acquisition plans, including working with potential customers, closing sales, and creating the foundation for commercially valuable multi-year relationships.
- Working with Gill processes and systems to ensure effective communication of customer information and opportunity progress.
- Working with the Gill commercial team to identify and develop opportunities, including providing market and competitor insight, acquiring new customers, and supporting the transition of accounts within the Gill team.
- Willingness to understand and then exploit Gill's strategic advantage(s) in a competitive sensor environment.
- Prioritizing new opportunities and facilitating them through to closure with each new account
- Working with the Gill commercial team to identify and implement opportunities to improve customer satisfaction and commercial results.

Candidate requirements

- Degree in business, engineering, marketing or equivalent experience
- Experience selling technical products.
- Experience in working within an SME.
- Strong analytical skills, able to identify and work with key metrics, draw conclusions and communicate insights.



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- Good interpersonal skills, able to effectively work with team members and peers.
- Numerically literate, comfortable working with numbers, making sense of metrics and processing figures with spreadsheets.
- Experience managing and training distributors.
- Experience managing both day to day and strategic OEM accounts.
- Experience of acquiring new commercially valuable, long-term accounts.
- Results focused, comfortable owning KPIs and presenting and explaining performance.
- Good project management skills, able to balance short and medium-term goals.
- Experience of using CRM systems to manage and communicate sales activity.
- Excellent communication, presentation, analytical and problem-solving skills.
- Clean driving license and willingness to travel as much as is required to meet targets.

Reporting structure

Business Development Manager – Sales Manager

A position profile does not imply that the duties stated are the only ones to be performed by the incumbent. Employees will be required to follow any other reasonable job-related instruction as requested by their manager or a company director.