



POSITION PROFILE

Job Title: **Business Development Manager**
Company: **Gill Instruments Limited**

Company

The Gill Group is an ambitious, privately owned technology product group of companies based in Hampshire. The group has embarked on a growth plan, involving significant investment and continuous improvement.

Gill has a reputation as a world leader in its field as a designer and manufacturer of high quality sensors and instrumentation. Gill sensors are used by some of the most demanding customers in meteorology, agriculture, road and weather, motorsport, utilities, marine and defence across the globe.

The Gill Group is made up of four companies;

- Gill Research & Development is an engineering company committed to product innovation with a focus on developing user friendly, market leading products utilising proprietary measurement technologies to solve challenging market problems.
- **Gill Instruments manufactures and sells ultrasonic anemometer and weather station products to the global meteorological and commercial weather measurement markets.**
- Gill Sensors & Controls is a leading manufacturer of specialist level sensing, oil condition, position sensors and engine control products focused on the off-highway, process control, utilities, motorsport and defence markets.
- Labcal provides specialist calibration services, with over 20 years' experience providing UKAS accredited calibrations in a wide range of parameters

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 a meteorological product range to 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.

Position Summary:

- 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 the Gill processes and systems to ensure effective communication of customer information and opportunity progress.

Additional Responsibilities:

- 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.

Person Specification

- 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
- Good interpersonal skills, able to effectively work with team members, 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 line manager or a Director.