



Business Development Adviser (Recruitment)

Job Description and Person Specification

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| Job title: | Business Development Adviser (Recruitment) |
| Salary: | £36,951 |
| Reporting to: | Marketing and Membership Manager |
| Accountability: | Internally for securing income from recruitment advertising. Externally to Bond members, recruiters and advertisers. |
| Length of contract: | One-year fixed-term contract (with potential for renewal) |

About Bond

Bond is the UK network for organisations working in international development. We unite and support a diverse network of over 400 civil society organisations to help eradicate global poverty, inequality and injustice.

Main purpose of the job

The Business Development Adviser (Recruitment) is responsible for maximising revenues for Bond's recruitment advertising platform through direct sales and relationship building with key advertisers and recruitment agencies; for identifying opportunities for extending our recruitment services in the areas of consultancy; for developing new audiences and extending the reach of our recruitment offer; for identifying opportunities for broadening corporate and NGO commercial relationships across all of Bond's work, and for supporting and engaging with Bond staff as appropriate.

Main responsibilities

Recruitment advertising sales

- Lead on maximising returns from Bond's recruitment advertising platform, ensuring that ambitious financial targets are set, met and appropriately phased.
- Maintain regular contact with key recruitment customers and develop new business by building relationships with key contacts in UK NGOs and recruitment agencies
- Work with the Marketing and Membership Manager to identify audiences and develop marketing materials and content to help drive web traffic.
- Manage the recruitment advertising prospects pipeline in the CRM database (Salesforce), and ensure that all financial data and invoices are kept up to date

- Provide regular reports on pipeline, progress towards targets and projected results

Customer relations

- Provide excellent customer relationship management and be the first point for customer support, enquiries and advice around recruitment advertising
- Undertake regular visits to key clients in order to build strong relationships
- Provide advice and guidance to customers on the best ways of achieving their recruitment goals

Market analysis and marketing

- Undertake competitor analysis and pricing comparisons to understand Bond's position in the market and to strengthen our recruitment offer
- Identify gaps in usage across the membership, including by types of organisation and job roles
- With the Marketing and Membership Manager, develop and deliver a strategy for promoting our recruitment offer, including through communications and social channels
- Commission and explore ideas for web content to engage recruiters and potential candidates
- Provide regular reports on recruitment advertising revenue for internal reporting purposes

Service development

- Use market and customer insight to review our current offer and identify and develop new recruitment products and packages
- Work with Bond's digital developers to improve the jobs board and user experience
- Explore partnership opportunities with recruitment providers offering complementary services (eg search and selection)
- Explore opportunities to provide consultancy to member organisations on the best approaches to filling vacancies.

Person specification

Essential

- A proven track record of success researching prospects, progressing relationships, closing sales and exceeding income targets in a commercial environment
- Experience of working in recruitment either in a sales or consultancy capacity
- Self-motivated with good organisational and analytical skills
- Confident and outgoing
- Good commercial awareness and financial literacy with experience of financial negotiations
- Excellent communication and interpersonal skills
- Adaptable and able to work under pressure

Desirable

- Understanding of membership bodies or networks
- Understanding of the international development jobs market

Benefits

Bond offers a competitive salary and benefits package including:

- Interest free season ticket loan
- 27 days leave as standard for all employees. Additional staff privilege days, normally the period between Christmas and New Year
- 7% pension contributions (staff pay 3.5%)
- Flexible working hours

How to apply

To apply, please submit your CV and cover letter outlining why you are the right candidate for this role by midnight on Sunday 24 February.

Bond and equal opportunities

Bond values diversity and works to advance equality. We encourage and welcome applicants from all sections of the community. In order to assess and ensure the continued effectiveness of Bond's Equal Opportunities Policy, all applicants are asked to complete a short questionnaire when applying. You are not obliged to answer the questions but the more information you supply the more effectively we can monitor our equal opportunity practices. Completion of all questions is voluntary and failure to answer any question(s) will not affect your application in any way.

The information you supply will be treated in confidence and will not be seen by any member of the selection panel responsible for the appointment. The questionnaire will be detached from your CV and cover letter, stored anonymously and used purely to provide statistics for monitoring purposes.

