

Welcome to the Field Studies Council (FSC)



Business Development Officer, FSC Central Services or Learning Location

Imagine a role that offers you both unique opportunities and challenges; where you are an important part of an empowered team who strive to create a truly memorable experience for every individual who visits our FSC Locations and where you have the chance to demonstrate your passion to deliver the highest standards of customer service and care. No matter what role you perform at the FSC, everyone can make a difference... if you want to join our successful Environmental Education Charity and you have what it takes to make a difference then we want to hear from you.

Included in this pack is the key information relating to our **Business Development Officer** vacancy:

- Job Description and Person Specification
- Summary of the main terms and conditions for the post
- Information about FSC (also visit www.field-studies-council.org)

How to apply:

To apply for this position please send a CV with a full covering letter describing how your skills and attributes match the role to: recruitment@field-studies-council.org

The closing date for receipt of your completed application is Monday 1st February 2021

Interviews will be scheduled as appropriate, with shortlisted applicants being contacted by email.

If you have any queries regarding this vacancy please contact Human Resources via recruitment@field-studies-council.org.

We look forward to receiving your application in due course.

Ian Wainwright
Commercial Director

Field Studies Council is a limited company No. 412621 and a Charity, registered in England and Wales No. 313364 and registered in Scotland, No. SC039870.
Registered Office: Preston Montford, Shrewsbury, Shropshire, SY4 1HW

JOB DESCRIPTION

Job Title:	Business Development Officer
FSC Grade:	Senior Team Member
Based at:	FSC Central Services or Learning Location
Reports to:	Business Development Manager

Overall Job purpose:

Working under the direction of the Business Development Manager and in line with FSC's new business strategy, this is a key operational role which will have day-to-day responsibility for business development, identifying new opportunities for growth in both new and existing markets; designing attractive products to take to the intended market; undertaking sales activity to boost the occupancy and financial returns delivered in each of the FSC's locations.

The post will include the need to travel to FSC locations and other venues across the UK and occasionally abroad and will involve some overnight stays.

Key Responsibilities:

- Supporting FSC colleagues in researching and developing potential new areas of business
- Generating demand for products and developing sales leads for groups looking to enjoy our facilities and the products offered. This will involve all of the following:
 - Presenting FSC at industry events and conferences
 - Contacting and following up with potential customers and partners
 - Working with the marketing staff to develop product launch and promotion plans and to ensure that the products on sale are promoted attractively and accurately on-line and in all promotional materials
 - Monitoring the demand and conversion performance of products
 - Supporting the Business Development Manager in creating partnerships with relevant industry bodies that will augment the promotion and take up of new products
- Supporting managers to evaluate the commercial returns of the products promoted, working in conjunction with the operational management and the Finance and Sales teams as required
- Developing long term, trusted relationships with key clients in order to develop high levels of retention and repeat bookings
- Utilising and building a network of contacts to increase the awareness and enquiry pipeline for these products
- Working with the marketing staff to develop and implement a CRM based communication plan to promote your products and increase LTV of your customers
- Supporting the Business Development Manager in identifying and setting up partnerships with third party distributors, on-line agents and other routes to market
- Supporting the Business Development Manager in preparing reports and presentations on sales progress to the senior leadership team and the trustee board as and when required
- Undertaking any other duties that may be reasonably required to assist with other teams across the organisation, and complying with all reasonable directions that may from time to time be given

General

- Ensuring compliance with all relevant legislation / FSC Operating Codes of Practice (OCOPs) / FSC Health and Safety Handbook and FSC procedures
- Delivering a high standard of customer service and customer care
- Ensuring the highest standards of quality are achieved in all duties carried out

- Maintaining professional standards at all times in accordance with FSC policies
- Fulfilling your obligations under FSC's Behaviour Partnership to ensure a happy, productive working environment
- Attending staff meetings as well as FSC internal and external training as required, in order to share best practice and improve team and learning location performance, and participating fully in staff development activities (sometimes this may involve travel to other learning locations with the occasional overnight stay)
- Driving: due to the need to travel and the remote nature of some FSC Locations the post holder will need to be able to drive. To drive FSC vehicles you will need to have a full valid driving licence, to have been driving for at least two years, and undertake an internal assessment on commencement in the role
- Undertaking any other duties that may reasonably be required by the Business Development Manager

Key Expectations:

The expectations of every employee that we regard as essential include:

- A positive and passionate work attitude
- A desire to show pride in all aspects of their work
- A flexible approach with a willingness to adapt to changes
- An ability to work using your own initiative both independently and as a competent, effective team member
- An ability to work under pressure and prioritise work to meet tight deadlines
- Always treating others with courtesy, dignity and respect
- A commitment and contribution to improving FSC's environmental performance
- A committed and proactive approach to personal development; motivated to learn new skills and overcome new challenges

This job description should be seen as enabling rather than restrictive and will be subject to regular review.

The FSC reserves the right to vary these duties, as per the needs of the business.

Date of issue: January 2021

PERSON SPECIFICATION

Post Title: BUSINESS DEVELOPMENT OFFICER		Location: FSC CENTRAL SERVICES	
ESSENTIAL/DESIRABLE FACTORS FOR THE POST	E	D	How is this identified?
1. QUALIFICATIONS & EXPERIENCE			
2 years or more experience working in a similar role	✓		Application/Interview
A successful track record of achieving sales growth in both B2C and B2B markets	✓		Application/Interview
Experience of developing and adjusting products based on the analysis of competitors products, sales performance, and customer feedback	✓		Application/Interview
Experience of managing client relationships	✓		Application/Interview
Experience of carrying out and acting on market research	✓		Application/Interview
Experience of effective management and influencing of partnerships and networks	✓		Application/Interview
Full valid Driving Licence	✓		Application
Qualified to degree level or equivalent		✓	Application
Experience of selling within this or a similar industry area		✓	Application/Interview
Experience of challenging and changing ways of working within traditional organisations		✓	Application/Interview
Previous experience of working in environmental education or outdoor learning		✓	Application/Interview
2. KNOWLEDGE			
An understanding of the specialist leisure travel and hospitality industry in the UK	✓		Application/Interview
Interest in and understanding of the charity and commercial market	✓		Application/Interview
Expertise in the manipulation and use of excel spreadsheets, and proficiency in the use of other standard office software and technology e.g. word processing, databases and outlook	✓		Application
Empathy with the Charity's values and culture		✓	Application/Interview
3. SKILLS			
Numerate, with strong written and confident verbal communication skills and the ability to engage, negotiate and 'sell' effectively to a wide variety of people and audiences at all levels	✓		Application/Interview
A positive attitude to new business generation	✓		Application/Interview
Strong interpersonal skills, and a good instinct for business	✓		Application/Interview
Creative and innovative thinking	✓		Interview
Excellent organisational skills and attention to detail in all aspects of work	✓		Application/Interview
Confident self-starter able to work effectively and accurately under pressure to achieve high level outcomes	✓		Application/Interview

SUMMARY OF MAIN TERMS AND CONDITIONS

Contract Term:

This is a permanent position.

Remuneration:

FSC Grade: Scale Points 16 - 19, currently £23,045 - £26,299 per annum.

The point of entry within the salary grade will be dependent upon skills, qualifications and experience. Further incremental progression within the grade will be subject to meeting required standards and satisfactory individual performance reviews.

The salary is paid monthly in arrears by BACS transfer. The salary scale is reviewed annually.

Hours of work:

The hours of work are based on a notional average of 37.5 hours per week, this will equate to a total of 1950 hours of work annualised over a full year. The weekly hours will fluctuate throughout the year according to business needs. This means that the postholder may be required to work additional hours per week during busy periods and considerably less in other weeks to compensate. This will include some evening and weekend work and there will also be the requirement to attend meetings and courses at other locations as required.

Annual & Bank Holidays:

The holiday year runs from 1 January to 31 December each year. You will accrue an entitlement to paid annual holidays equivalent to 5.6 working weeks during a complete holiday year. This entitlement includes the Public/Bank holidays or substitute days (as defined in FSC's Employee Handbook) when they fall on a contractual or scheduled day of work. Anyone who joins part way through the year will receive a pro-rata entitlement of the 28 days.

In addition to the above, we recognise and reward staff loyalty by awarding additional paid leave days, based on length of service, up to a maximum cumulative total of 5 additional days paid leave.

Pension:

The post-holder will be eligible to join one of FSC's Pension schemes.

Sickness:

During periods of certified sickness the post-holder will be eligible to receive sick pay in accordance with FSC's sickness absence procedures. The payment of sick pay is subject to compliance with FSC's rules for the notification and verification of sickness absence, details of which will be provided to the successful applicant upon commencement of employment.

Additional Employee Benefits:

These include an Employee Assistance Programme, Life Assurance* and Health Cash Plan with Westfield Health* (*exclusions apply). Further details are given on appointment, as applicable, or are available by contacting Human Resources at FSC Head Office on 01743 852119.

Probationary Period:

This post has a six month probationary period, during which your suitability for the post will be assessed.

Post Classification / Criminal Records Check Requirements:

This post has been classified as **Category C** (as defined in the FSC Code of Conduct) which means it is **not exempt** from the Rehabilitation of Offenders Act 1974 (Exceptions) Order 1975 (as amended in 2013). No criminal records check is currently required, however, the post holder must still meet the acceptance criteria as defined in the FSC Code of Conduct.

FIELD STUDIES COUNCIL: BACKGROUND INFORMATION

Field Studies Council (FSC) is an environmental education charity providing informative and enjoyable opportunities for people of all ages and abilities to discover, explore, and understand the environment.

Our Mission is to bring environmental understanding to all.

Our Vision is inspiring environmental understanding through first-hand experience

What we believe -

FSC believes that the more we understand about, and take inspiration from, the world around us the more we can appreciate its needs and protect its diversity and beauty for future generations. In all we do, we are committed to:

- **Delivering first hand experiences.** FSC uses the environment to inspire. Taking in its sights, sounds and smells has the ability to motivate, deepen knowledge and broaden horizons.
- **Providing opportunities for everyone.** FSC strives to provide opportunities for everyone, regardless of age, ability or background.
- **Sustainability for the future.** A commitment to the environment is at the heart of everything FSC does: how we run the charity, what people learn on our courses and through our publications.
- **A caring attitude.** From the way we treat our customers, our staff, the environments we work in and the feel of our locations, FSC demonstrates a personal approach with great care taken in everything we do.

What we do -

For more than 70 years, FSC has touched the hearts and minds of people of all ages through courses at our network of learning locations, work overseas and the production of resources. Each year over 140,000 people experience FSC, many through a visit to one of our learning locations:

- Learning outside the classroom experiences with their school, college or university
- Professional training courses for environmentalists and teachers
- Natural history courses
- Identification guides and free resources
- Funded projects, both in the UK and abroad
- Art courses
- Family holidays
- Campaigns for the right to outdoor learning and fieldwork

Some of the FSC's proudest moments have arrived when trying to reach those who would not be able to have an FSC experience without some help. Thanks to FSC members and donations from individuals and Trust Funds, each year we are able to provide support for over 1000 young people who otherwise would not be able to take part.

Despite all that we have achieved so far, we hope to provide even more opportunities for people of all ages and abilities to discover, explore and understand the natural world. However, as an Investors in People charity, we realise we cannot achieve this without staff that have a real passion for the work of the charity and a pride in their role within it. Every role in the charity is vital to delivering its mission and vision – if this inspires you and you meet the requirements of the post we would love to hear from you.

For more information, please also visit www.field-studies-council.org