

LLEISURE

BUSINESS DEVELOPMENT

JOB DESCRIPTION

Post No. & Job Title:	LL814 - Business Development Officer
Grade :	Grade 8
Responsible to:	Business Development Manager
Responsible for:	Membership and Direct Debit Administrator
Job Objective:	To maximise business revenue and service improvement through the development of strategic long term goals, use of business systems, website and digital platforms, market research and project management.

Main Duties and Responsibilities:

1. To lead on cross service working groups and initiatives in order to develop key areas of the business e.g. marketing, health and fitness, programme development and consultation
2. Systematically review key areas of the business in order to improve working processes to ensure an effective, consistent and lean approach across the departments – income maximisation
3. Attract new business to Liberty Leisure including selling services and developing internal and external commercial partnerships
4. To manage and develop the Leisure Administration Management and Bookings System and associated software, including integration and development with other systems and web based applications.
5. To manage the business critical Direct Debit administration and collection, ensuring maximisation of collection rates, minimisation of cancellations and income loss and the development of new business, both internally and externally.
6. To act as system owner for the Clarity Live Swim including design, navigation, consistency of content and all associated social media and digital marketing.
7. To support the lead officer on marketing and communications within Liberty Leisure, manage and chair the marketing and communications group and oversee the implementation of the marketing effort across the business.
8. Continual examination of current market conditions and any new developments in leisure management and the development of business plans in relation to any proposed implementation.
9. To act as the lead officer in respect of the research, design, integration and implementation of ICT related activity within the business
10. Full project management responsibility for cross-department developments and initiatives

11. Provide regular business intelligence through the production, interrogation and analysis of financial and performance data and development of new business data systems and required.
12. Lead, train and motivate, in conjunction with section managers all Liberty Leisure Staff to deliver the best possible customer service at all times, including the development of focus groups and customer consultation
13. To provide operational support to all aspects of the departments work including working at all sites and venues
14. Undertake any other duties as required by the Business Development Manager

DESIGNATED CAR USER

A designated car user status has been attached to this post.

SPECIAL CONDITIONS

Where applicable: You must be able to work evenings and weekends to be responsive to deadlines that have been agreed with the management team.

The post will require the post holder to apply for an Enhanced (DBS) Disclosure. The disclosure will include details of any criminal convictions. Cautions, reprimands and final warnings and your application is required for the purpose of asking an exempted question under the terms of the Rehabilitation of Offenders Act 1974 (Exceptions) Order 1975 and that the checks requested are in accordance with the relevant legislation.

RESTRICTIONS

This is not a politically restricted post.

This post is subject to exemption with reference to the Rehabilitation of Offenders Act 1974.

NOTE:

In addition to the above the postholder will also be responsible for ensuring that:

- a. All necessary paperwork is carried out;
- b. All duties will be carried out in the working conditions normally inherent in the particular job.
- c. All duties must be carried out to comply with:
 - (i) The Health and Safety at Work Act
 - (ii) Acts of Parliament, Statutory Instruments and Regulations and other legal requirements
 - (iii) Nationally and locally agreed Codes of Practice which are relevant

The above job description sets out the main responsibilities of the post but should not be regarded as an exhaustive list of the duties that may be required of the postholder. Management reserves the right to transfer the postholder to other venues within the Borough to enhance career development or improve efficiency.