**Job description**

**About Pet Brands Limited:**

Pet Brands is a leading supplier of premium pet products, offering a wide range of innovative and high-quality solutions for pet owners and their furry companions. Our product portfolio includes pet food, accessories, and healthcare products designed to enhance the well-being of pets while providing an exceptional customer experience. As we continue to grow, we are looking for a dynamic and results-oriented Business Development Manager to join our team and help us expand our market presence and customer base.

**Position Overview:**

The Business Development Manager (BDM) will play a pivotal role in driving the growth of Pet Brands by identifying new business opportunities, building strategic partnerships, and cultivating long-term client relationships. The BDM will be responsible for expanding our reach in the pet products sector, identifying new markets, and leveraging market intelligence to drive sales and increase revenue.

**Key Responsibilities:**

**Identify and Develop New Business Opportunities:**

* Research and target new business opportunities, including new markets, channels, and verticals within the pet products industry.
* Establish and grow relationships with key decision-makers in the retail, e-commerce, and distribution sectors.
* Initiate and negotiate new business deals, partnerships, and collaborations that align with the company's strategic objectives.

**Sales Strategy and Market Expansion:**

* Develop and implement a comprehensive business development strategy to achieve revenue and market growth goals.
* Identify trends and emerging opportunities within the pet industry, adjusting the sales approach accordingly.
* Expand the company’s market share through both B2B and B2C sales efforts.

**Client Relationship Management:**

* Build and maintain strong, long-lasting relationships with key clients, distributors, and partners.
* Serve as the main point of contact for top-tier clients, ensuring high levels of customer satisfaction and retention.
* Conduct regular follow-ups with clients to ensure their needs are met and to identify opportunities for further sales or upselling.

**Sales Presentations & Negotiations:**

* Prepare and deliver engaging sales presentations to potential clients and partners.
* Lead contract negotiations, ensuring mutually beneficial terms while maintaining profitability for the company

**Collaboration with Internal Teams:**

* Work closely with the marketing, product development, sales, buying and operations teams to align business development efforts with overall company strategy.
* Provide feedback on market trends, customer needs, and competitor activities to help shape product offerings and marketing campaigns.

**Performance Tracking and Reporting:**

* Monitor and report on sales performance, business development metrics, and client acquisition progress.
* Prepare regular reports for senior management, including recommendations for improvements and growth opportunities.

**Qualifications:**

**Experience:**

* 5+ years of experience in business development, sales, or account management, ideally within the pet products, consumer goods, or retail industry.
* Proven track record of developing new business, achieving sales targets, and driving revenue growth.
* Experience with B2B and B2C sales models, including e-commerce platforms.

**Skills and Competencies:**

* Strong negotiation and communication skills with the ability to build rapport with clients at all levels.
* Excellent market research and analytical skills to identify trends and assess potential opportunities.
* Self-motivated with the ability to work independently and as part of a team.
* Proficient in CRM software (e.g., Salesforce) and Microsoft Office Suite.
* Ability to work in a fast-paced, results-driven environment.

**Personal Attributes:**

* Strong business acumen and an entrepreneurial mindset.
* Detail-oriented with excellent organizational skills.
* Creative thinker, problem solver, and solution-oriented.

**What We Offer:**

* Competitive salary and performance-based incentives
* Collaborative and supportive work environment
* Employee discounts on pet products
* Company pension
* Free onsite parking

If you are an ambitious, results-driven business development professional with a passion for driving growth and building relationships, we would love to hear from you

**Pet Brands Limited is an equal opportunity employer and welcomes applicants from all backgrounds.**

Job Types: Full-time, Permanent

Pay: £35,000.00-£45,000.00 per year

Benefits:

* Company events
* Company pension
* Employee discount
* Free parking
* On-site parking

Schedule:

* 8 hour shift
* Day shift
* Monday to Friday

Ability to commute/relocate:

* Batley: reliably commute or plan to relocate before starting work (required)

Experience:

* Business development: 5 years (required)
* Account management: 5 years (required)
* Sales: 5 years (required)

Work authorisation:

* United Kingdom (required)

Work Location: In person

Reference ID: Business Development Manager - PB

Expected start date: 06/01/2025