Dairy Business Development Manager

Sales and commercial

Job title	Dairy Business Development Manager
Department	Sales and commercial
Reports to	Commercial Director or Head of Sales
Direct reports	None
Location	*[To be confirmed by the employer]*
Contract type	*[Permanent / fixed-term / other]*
Salary and benefits	*[To be confirmed by the employer]*

Job purpose

Finds and wins new customers, channels and markets for a dairy business. Builds and manages a sales pipeline, writes proposals and tenders, and uses market and competitor analysis to target the opportunities that best fit the company's products, capacity and margins.

Key responsibilities

Market and competitor analysis

- Research market trends, customer segments and growth areas in dairy and related categories
- Analyse competitors' products, pricing, capacity and positioning
- Assess new markets and channels for size, margin, risk and fit with plant capacity
- Share insight with sales, marketing, product development and senior management

Prospecting and pipeline

- Identify target customers in retail, food service, food manufacturing and export
- Make first contact, qualify leads and arrange meetings with decision-makers
- Build and maintain a pipeline with clear stages, values and probabilities
- Review the pipeline weekly and focus effort on the best opportunities
- Represent the business at trade fairs, conferences and industry events

Proposals and tenders

- Write proposals, tender responses and business cases for new customers
- Build pricing models with finance that cover milk cost, conversion cost, logistics and margin
- Coordinate input from technical, quality, operations and supply chain teams
- Present proposals and negotiate commercial terms within agreed authority
- Arrange samples, trials and site visits for prospective customers

Closing deals and handover

- Agree contracts and specifications with customers and internal teams
- Confirm that operations has the capacity, milk supply and packaging to deliver

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- Hand new accounts over to account management with a clear plan
- Track the early performance of new business and resolve start-up issues

Reporting and compliance

- Report pipeline value, conversion rates and new revenue to management each month
- Keep customer records accurate in the customer relationship system
- Follow competition law, anti-bribery rules and company policy in all dealings
- Review lost bids and apply the lessons to future proposals

Qualifications and experience

Essential

- Degree in business, marketing, food science or a related subject, or equivalent experience
- Solid experience in business development or new business sales in food, dairy or fast-moving consumer goods
- Track record of winning new customers and growing revenue
- Experience writing proposals, tenders and business cases
- Strong commercial understanding of pricing, cost and margin
- Experience managing a pipeline in a customer relationship system

Desirable

- Experience in dairy ingredients, food service or private label
- Knowledge of dairy processing capabilities and constraints
- Experience entering new export markets
- Qualification in marketing or market research

Skills and attributes

- Prospecting and networking
- Persuasive writing and presentation
- Commercial and financial analysis
- Negotiation
- Strategic thinking
- Resilience and self-motivation
- Collaboration across functions

Measures of success

- New revenue and volume won against target
- Pipeline value and conversion rate
- Margin on new business against target
- Proposals and tenders submitted on time
- New customers, channels or markets opened

Working conditions and safety

Office or home-based, with regular travel to prospective customers, trade events and company sites. Some international travel and overnight stays, depending on target markets.

- Follow health and safety rules and safe systems of work, and wear the correct PPE

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- Follow food safety, hygiene, HACCP and quality procedures at all times
- Report hazards, accidents, near misses and concerns promptly

This job description outlines the main duties of the role. It is not a complete list, and the employer may update it as the business changes, in consultation with the jobholder.

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