

Job Title: Business development executive

Job Responsibilities:

- discusses business methods, products or services and targets customer group with employer or client to identify marketing requirements
- collates and interprets findings of market research and presents results to clients
- through market research, discusses possible changes that need to be made in terms of design, price, packaging, promotion etc
- develops digital marketing strategies, such as the use of social media, to promote products, brands or services and presents options to the client
- briefs advertising team on client requirements, monitors the progress of advertising campaigns and liaises with client on potential modifications
- Developing and implementing growth strategies across street food stands, takeaway shops, and catering services.
- Conducting market research, identifying new business opportunities, and building strong client and customer relationships.
- Reviewing sales performance, monitoring costs, and preparing reports for management.
- Leading negotiations with partners, suppliers, and event organisers to expand catering opportunities.
- Designing and coordinating promotional campaigns and pricing strategies to remain competitive.
- Ensuring compliance with food safety, operational, and quality standards.
- Supporting recruitment, training, and performance management of staff to maintain service quality.
- Liaising with directors, stakeholders, and customers to strengthen market presence and secure long-term growth.

Skills, qualifications, and experience needed:

- There are no formal academic requirements, although many entrants possess a BTEC/SQA award, A levels/H grades, a degree or equivalent qualification.
Training is typically in-house, supplemented by short courses or professional qualifications provided by the Market Research Society.
- Effective communication with other construction professionals and understanding project requirements.
- Adherence to safety protocols and the ability to work in a safe manner is paramount.

Salary: £42,000.00 - £45,000 per annum (depending on experience)