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**EMD UK are recruiting!**

As a result of a successful bid to Sport England for National Lottery funding, the EMD UK team is expanding.

**Who are EMD UK?**

As the national governing body for group exercise, EMD UK is the go to organisation for participants, teachers, organisations and the media for expert advice about trends and opportunities across the sector. We are an insight driven organisation that operates the largest database of group exercise classes in the UK to connect participants with thousands of instructors offering classes in their local area. To facilitate the continued growth of the sector we provide quality training and development as well as ongoing help and advice to instructors, supporting them at every stage of their career. We also work in partnership with organisations to endorse and develop all forms and styles of group exercise, including start up support for new fitness brands and concepts trying to enter the market. We work proactively to bring all aspects of the industry together to achieve our vision of ‘a healthier nation through exercise’.

To find out more about us visit [www.emduk.org](http://www.emduk.org)

**Business Development Manager (Insight & Technology)**

If you are an innovator and ‘out of the box’ thinker with a flair for technology and data, we would love to hear from you! This unique role involves the management and development of EMD UK’s new CRM system along-side the ongoing delivery of our highly successful insight plan. You will also be at the forefront of our work to engage more people in Group Exercise via technology. The ideal candidate will have experience conducting and reporting on customer research and have a sound understanding of the implementation of technological based solutions in sport and physical activity.

Salary: £23,000-£32,000 per annum (depending on skills and experience)

To apply please email **a supporting document detailing how you meet each of the criteria in the person specification, accompanied by your CV**. Please include details of two references (e.g. current & previous employer, college tutor, mentor etc.). Referees will **not** be contacted before a verbal offer of employment is made. Please **do not** just send your CV or a generic application.

**Closing date for applications: Wednesday 29th March 2017 at 5pm**

Please email your application to Chief Operating Officer, Emma Forward emma@emduk.org

**Interviews will be held in Horsham, West Sussex on Monday 10th April 2017**



**Job Description**

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|  **Title** | **Business Development Manager (Insight & Technology)** |
| **Reports to** | Head of Business Development  |
| **Location** | Flexible – based at EMDP Head Office, Horsham, West Sussex |
| **Contractual Status** | Permanent, full time (40 hours per week) |
| **Salary Band** | Band 3 £23,000 - £32,000 per annum |
| **Job Purpose** | 1. Responsible for developing and delivering the EMD UK Insight Plan from the collection of insight through to the integration into day to day operations of EMD UK, its member organisations and the wider group exercise industry
2. Developing and managing insight-led, consumer centric innovation to drive growth in group exercise participation and achieve EMD UK commercial objectives
3. To utilise business intelligence and technology to instigate internal and external change.
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| **Key Tasks and Responsibilities** | * To develop, manage and implement the EMD UK Insight Plan inclusive of collection, analysis and implementation
* To manage the day to day operations of the EMD UK customer relationship management (CRM) system
* To develop and manage insight led strategies that support EMD UK to achieve its vision and mission; with a focus on new and innovative technological based solutions
* To develop, integrate and project manage, intelligence led innovations that result in the growth of EMD UK income
* To develop and manage solutions and processes to achieve the successful integration of insight and technology into EMD UK’s cross departmental operations
* To engage and build collaborative relationships with members and partners through our insight and technology offers
* To keep an up to date knowledge and understanding of key industry activities in relation to insight, data, technology and trends
* To effectively report and present business intelligence and insight utilising various methods of communication
* To attend meetings and events as appropriate on behalf of EMD UK
* To support the EMD UK events programme and any relevant projects as required
* Any other relevant task commensurate with the level of the role and as requested by your line manager or Chief Executive.
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**Person Specification**

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| --- | --- | --- |
|  | Essential | Desirable |
| Educated to degree level in a relevant subject |  | **✓** |
| Educated to at least Level 3 (A Level or equivalent) | **✓** |  |
| Experience of creating and conducting data collection/customer research | **✓** |  |
| Experience of analysing, reporting on and presenting data/research | **✓** |  |
| Experience of developing and managing the data collection, analysis and reporting strategy within a related organisation |  | **✓** |
| Experience of using a CRM/database/sales system to manage day to day operations |  | **✓** |
| Experience and knowledge of the implementation of technological based solutions in sport and physical activity  | **✓** |  |
| Ability to engage and enthuse stakeholders and negotiate and influence where necessary | **✓** |  |
| Ability to respond to the varying commercial/business needs of multiple stakeholders in a related industry | **✓** |  |
| Ability and experience of converting business intelligence into action  | **✓** |  |
| Experience of project/programme and budget management | **✓** |  |
| Understanding of the sports and physical activity sectors and thekey partners in each sector |  | **✓** |
| An excellent communicator and presenter | **✓** |  |
| An innovator and ‘out of the box’ thinker  | **✓** |  |
| Ability to make decisions, use initiative and have a proactive approach to all work areas | **✓** |  |
| Excellent organisational and time management skills | **✓** |  |
| Expert in the use of Excel; competent in other basic IT systems, website admin and social media | **✓** |  |
| Proficient in the use of SPSS (or equivalent) and pivot tables |  | **✓** |
| Ability and willingness to travel throughout the UK and to work evenings and weekends as required | **✓** |  |
| Live within a commutable distance of Horsham, West Sussex or be willing to relocate | **✓** |  |

**This job description is not to be regarded as exclusive or exhaustive. It is intended as an indication of the areas of activity and can be amended at any time in response to the changing needs of the organisation.**