

Business Development Officer

Location:	Remote work with regular business travel
Contractual Status:	Full Time: 40 hours per week
Salary:	Officer £32,000 per annum

Who we are:

Our people make up the national governing body for group exercise, supporting instructors and communities across the UK to bring group fitness to the front of our nation's exercise activities.

At EMD UK, our small but passionate team has the opportunity to make a big impact. We collaborate and draw on our collective expertise to deliver work that matters to the people we serve. Enthusiastic individuals with sector expertise and unique skills have built what is now a growing organisation with an ever-increasing membership of over 19,000 instructor members and sector partners.

Our team describe us as family-friendly, approachable and driven by a shared purpose to create positive change across the industry while supporting each other to succeed.

About the role:

To maximise retention and growth of EMD UK Partners by building and maintaining strong, strategic relationships that foster long-term engagement and commercial success.

To increase revenue and uptake of EMD UK CPD Recognition and Commercial offers by proactively engaging existing partners and identifying new opportunities with organisations and training providers across the fitness and physical activity sector.

For a more detailed overview of this role, please refer to the following page.

[Click here to apply](#)

Job overview:

Title	Business Development Officer
Reports to	Head of Finance
Job Purpose	To maximise retention and growth of EMD UK Partners by building and maintaining strong, strategic relationships that foster long-term engagement and commercial success. To increase revenue and uptake of EMD UK CPD Recognition and Commercial offers by proactively engaging existing partners and identifying new opportunities with organisations and training providers across the fitness and physical activity sector. • Develop a deep understanding of each Partner's needs and objectives, providing tailored support, strategic insights, and guidance to nurture and grow the relationship. • Identify, sign up, and onboard new Partners, following up on leads and progressing relationships from initial contact to agreement. • Promote EMD UK CPD Recognition and other commercial offers by engaging with relevant providers and supporting them through the sign-up process. • Collaborate closely with the Compliance Officer to guide training providers through the CPD recognition process, ensuring alignment with standards and smooth delivery. • Manage the Funded CPD budget, ensuring Partners remain within allocated funding limits throughout designated periods. • Process Funded CPD applications by reviewing learner submissions and ensuring they meet required eligibility criteria • Meet or exceed revenue and performance targets linked to Partner's engagement, CPD recognition and commercial offers.
Key Tasks and Responsibilities	• Maintain regular contact with Partners to identify needs, resolve issues, and promote new opportunities. • Facilitate regular online learning and networking sessions for Partners to share best practices, discuss challenges, and celebrate successes, • Monitor Partner satisfaction and feedback, using insights to enhance services and strengthen relationships. • Deliver a Partner survey twice a year in partnership with the Research & Insight Manager • Collaborate with the Marketing and Communications Manager to create and deliver targeted campaigns aimed at increasing CPD recognition and other commercial offer uptake. • Work with the Marketing and Communications Manager to ensure Partner social posts are planned and scheduled as required • Identify opportunities for joint ventures or promotional activity with Partners. • Maintain accurate records of all partner communications, sales activity, and support provided, using the CRM/software systems effectively. • Contribute to the ongoing development and refinement of Partner offers and CPD recognition processes.

Organisational Responsibilities	• Demonstrate a clear understanding of, and commitment to, EMD UK's mission and values, contributing to a positive, purpose-driven organisational culture. • Ensure effective administration of EMD UK's processes in full compliance with all organisational policies, GDPR, and relevant regulations. To support the development of new and existing products and services. • Support and attend projects, meetings and events as required or appropriate on behalf of EMD UK. • Support the EMD UK staff team as required with any other relevant task commensurate with the level of the role and as requested by your line manager or Chief Executive. • Demonstrate a commitment to equality, diversity, and inclusion by: ◦ Completing relevant training and understanding key policies (e.g. EDI, Staff Handbook, Safeguarding); ◦ Supporting inclusive planning, fostering a respectful work culture, and ensuring non-discriminatory practices; ◦ Including EDI actions in your workplan aligned with the organisation's Diversity & Inclusion Action Plan (DIAP).
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Person Specification:

Qualifications, experience, knowledge, skills & attributes needed for the role:

Essential:

- Educated to at least Level 2 (5 GCSEs) or equivalent
- Experience in business development activities
- Evidence of working in a sales-oriented environment and achieving targets
- Relationship creation and development experience with a high level of communication and interpersonal skills with a diverse range of Partners.
- Basic understanding of the sports, fitness and physical activity sector and its key partners.
- The ability to work remotely and within a team, ensuring a professional standard of:
 - organisation;
 - time management;
 - teamwork
 - agility
 - procedure following; and
 - using initiative to make decisions, where required.
- Ability and willingness to travel throughout the UK and work evenings and weekends as required
- Competent in the use of basic IT systems, website admin & social media

Desirable:

- Experience of working or volunteering in the sports, fitness, physical activity or dance sectors

- Experience of working or volunteering for a national governing body or similar organisation
- Experience in project/programme/event administration
- Understanding of Sport England's current strategy and priorities
- Understanding of Safeguarding regulation and procedures

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.

[Click here to apply](#)

The closing date for this application is midnight on Monday, 31st of August 2026. We reserve the right to close early if sufficient applications have been submitted.

Why join Team EMD UK?

What we offer:

We know our people do their best work when they are trusted, supported and able to balance work with life. Our teams are knowledgeable, and many have firsthand experience as sector experts. We are dedicated to supporting their growth by investing in their development.

That's why we offer:

- Flexible and home-based working
- A strong focus on work-life balance
- A collaborative and supportive team culture
- Opportunities to contribute ideas and shape our work
- Ongoing learning and professional development

As a small organisation, we provide a strong sense of autonomy and the opportunity to see the impact of our work first-hand.

Our benefits:

We believe in providing a holistic benefits package that supports physical health, mental wellbeing and life outside of work.

30 minutes, on us, to exercise your way!

Because fitness matters for us at EMD UK, we support all staff with a paid 30-minute break in every full working day to focus on getting active and improving wellbeing. Whether that's attending a class, making the gym work at lunch, or taking time to be one with nature, our "Active 30" is protected time for you to invest in your health.

In addition to this we offer a diverse range of benefits to suit your lifestyle:

- Your birthday off (or nearest working day)
- Two paid volunteering days each year to support a cause you care about
- Access to a 24/7 GP and health services
- Mental health support and counselling through our Employee Assistance Programme

- Healthcare cashback scheme for everyday medical costs
- Life insurance (4x salary) for added peace of mind
- Financial wellbeing tools and guidance
- Tax-free childcare scheme (subject to eligibility)
- Free EMD UK instructor membership each year for those actively working in the sector
- Discounts on gyms, health clubs and spa memberships
- Access to retail, travel and lifestyle discounts

We believe in a culture that is built on trust and mutual respect. All our team members are home-based with numerous flexible working opportunities designed to work in tandem, rather than against, personal or family life.

Commitment to Diversity & Inclusion

EMD UK is committed to inclusive hiring, actively seeking candidates from diverse backgrounds and perspectives. We strive to ensure a fair, transparent, and bias-free recruitment process where every applicant is evaluated based on their skills, qualifications, and potential.



As a Disability Confident employer, we welcome applications from people with disabilities and long-term health conditions. We provide adjustments throughout the recruitment process and a dedicated contact for accessibility-related support.

If you require any adjustments, please contact our People Manager at sarahp@emduk.org. Our commitment to diversity and inclusivity means fostering an environment where every employee feels valued, respected, and empowered to succeed.

Application & Interview process

The EMD UK application is an online form that allows you to enter your work history, skills, and relevance to the job description, or to upload a CV and supporting statement that includes this information. Your application finishes with our Diversity Monitoring form, which is anonymous.

If you require any reasonable adjustments to your application or any part of the recruitment process, then please contact our People Manager at sarahp@emduk.org. Sarah will be able to tailor your needs to create a fair process where you can put forward the best version of yourself for consideration. Reasonable adjustments include but are not limited to viewing any interview questions ahead of time, access to tasks expected in the process or interpretation support.

The closing date for this application is midnight on Monday 31st of August 2026.

Shortlisting will be completed by the 3rd of September. If you have not heard from EMD UK by this time, your application has unfortunately been unsuccessful; however, we welcome your application for future job roles at <https://emduk.org/about-emd-uk/careers/>

If shortlisted, you may be asked to prepare a short task or presentation relevant to the job ahead of or during an interview.

Interviews will take place on the 11th of September and will be held online via Zoom.