1. **Job Identification**

Title: Business Development Manager

Department: Business Development

1. **Overall, Purpose of the Job**

The Business Development Manager reports to the Managing Director works closely with the Mine Manager. The Business Development Manager heads a team of Logistics, Sales & Marketing and Account payables who convert potential customers into actual revenue, and manages the loading and delivery to customers including contract relationship.He is the one who plays a pivotal role in achieving the sales targets and eventually generates revenue for the organization.

1. **Reporting Relationship**

**Managing Director**

**Business Development Manager**

**Logistic & Sales Superintendent**

1. **Main Areas of Responsibility**

**1. Identify New Business Opportunities**

* Research and analyse market trends, customer needs, and competitor activities.
* Spot potential growth areas such as new markets, customer segments, partnerships, or services.
* Build and maintain a pipeline of potential clients, deals, or partnerships.

**2. Develop and Execute Growth Strategies**

* Create and implement strategic business development plans aligned with company goals.
* Collaborate with senior management to set revenue targets and key growth metrics.
* Explore opportunities for expansion through joint ventures, licensing, or strategic alliances.

**3. Build and Maintain Client Relationships**

* Establish strong relationships with prospective and existing clients.
* Understand client needs and propose tailored solutions.
* Represent the company at industry events, conferences, and meetings.

**4. Sales and Revenue Generation**

* Drive new sales and achieve assigned revenue targets.
* Prepare and deliver proposals, presentations, and contract negotiations.
* Work closely with the sales and marketing teams to align strategies and messaging.

**5. Market and Competitor Analysis**

* Conduct competitive intelligence to assess the strengths and weaknesses of competitors.
* Stay informed on market conditions, customer trends, and emerging opportunities.
* Identify areas of differentiation and value proposition enhancement.

**6. Cross-functional Collaboration**

* Work with product, marketing, finance, and operations teams to ensure deal success.
* Provide feedback from the market to influence product development or service improvement.
* Coordinate with legal and finance on contract terms and pricing models.

**7. Reporting and Performance Tracking**

* Maintain accurate records of sales, contacts, activities, and pipeline status using CRM tools.
* Prepare regular reports and forecasts for senior leadership.
* Analyse performance metrics and adjust strategies as needed.

**8. Partnership and Vendor Management**

* Identify and onboard strategic partners, distributors, or vendors.
* Manage ongoing relationships and evaluate their performance.

**Minimum requirements of the job**

**Formal education and professional qualifications**

* Bachelor’s degree in Business Administration, Marketing, Sales, Economics, or a related field

**Relevant working experience**

* 3–5 years of experience in business development, sales, or a related commercial role
* Proven track record of meeting or exceeding sales targets and developing new business

**Other relevant skills/experience**

* Financial Management Skills;
* Strong Negotiation Skills;
* Excellent Verbal and written communication skills;
* Data Analysis;
* Excellent Report Writing Skills
* Computer Literacy; and

**Relevant personal traits**

* Honesty and Integrity;
* Strength from Cultural Diversity;
* Commitment to each other; and
* Outstanding Value to Clients and Markets.

**Scope of the job**

**Responsibility for staff (direct reports)**

* Sales & Marketing Supervisors
* Logistic and Sales Superintendent

**Responsibility for other resources**

* Office Equipment’s
* Customers

**Responsibility for internal and external relations**

**Internal**

* All departmental staff and Directors
* Selected staff of other departments

**External**

* Customers
* Ministry of Minerals
* TMAA
1. **Approval**

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| --- | --- | --- |
|  | **Supervisor** | **Jobholder** |
| **Name**  |  |  |
| **Position** |  |  |
| **Signature** |  |  |
| **Date**  |  |  |