



Business Development Manager

Commercial Consulting | West of England & South West

Location: West of England / South West (Hybrid) | **Reporting to:** Head of Innovation

Contract Type: Full-Time, Permanent | **Salary:** Competitive + Commission Structure

About the Role

We are expanding our commercial consulting offer, building on a proven model developed through a long history of delivering growth strategies for businesses across the South West of England. This is an exciting opportunity for a commercially driven Business Development Manager to spearhead that expansion across the West of England and South West.

We are seeking a driven and results-oriented Business Development Manager. This role is central to our growth strategy. You will be at the forefront of developing new client relationships and commercial revenue streams, translating a well-evidenced offer and track record of success into a compelling proposition for clients — including ambitious, growth-oriented businesses looking for strategic advisory support to scale.

Key Responsibilities

- Lead new business development activity across the West of England and South West, building a pipeline of commercial consulting clients.
- Develop and execute a targeted business development strategy aligned with the organisation's growth objectives.
- Identify and pursue opportunities with SMEs, scale-ups, and corporate clients who would benefit from strategic business growth support.
- Build and nurture a strong network of relationships across business leaders, intermediaries, referral partners, and key stakeholders in the region.
- Work closely with the consulting and delivery teams to ensure seamless handover and client onboarding.
- Represent the organisation at regional business events, sector forums, and networking groups.
- Facilitate the negotiations and closure of the sale in securing new commercial consulting business, resulting in signed Terms of Engagement in line with quarterly / annual targets.
- Meet and exceed agreed sales targets, revenue goals, and client acquisition metrics.
- Maintain accurate records of pipeline activity, client interactions, and revenue forecasts using CRM tools.
- Provide market intelligence and insight to inform proposition development and pricing.
- Collaborate with leadership on partnerships and strategic commercial relationships.

Person Specification

Essential



- Demonstrable proven track record in business development, consultative sales, or relationship management — ideally in a professional services or consulting environment.
- Strong commercial acumen with the ability to identify opportunities, articulate value propositions, and close business.
- Established professional network across the West of England and/or South West region.
- Experience working with SMEs, growth businesses, or the innovation/startup ecosystem.
- Confident and credible communicator, capable of engaging at board and senior leadership level.
- Self-motivated and target-driven, with strong organisational and pipeline management skills.
- Ability to work collaboratively with consulting and operational colleagues in a fast-moving environment.
- Excellent communication, presentation, and negotiation skills.
- Ability to build rapport and trust with senior stakeholders.
- Confident in creating proposals, pitch decks, and commercial contracts.

Desirable

- Familiarity with the Innovate UK ecosystem, public sector business support programmes, or funded growth schemes.
- Experience in strategy, management consulting, or advisory services.
- Knowledge of the SME funding landscape, including grants, investment, and scale-up support.
- Existing relationships with Local Government, growth hubs, chambers of commerce, or business networks in the region.
- Experience using CRM systems to manage and report on sales activity.

Personal Attributes

- Self-motivated, target-driven, and comfortable working independently.
- Resilient, with a positive approach to overcoming objections and setbacks.
- Strong relationship-builder with a client-first mindset.
- Strategic thinker who can also execute on day-to-day sales activity

What We Offer

- A genuinely exciting opportunity to shape and lead the commercial growth of a mission-driven organisation.
- Competitive base salary with a performance-related commission structure.
- Hybrid and flexible working arrangements.
- The chance to work alongside experienced consultants and sector specialists.



- A supportive culture with strong values around impact, integrity, and client outcomes.
- Professional development and career progression opportunities as the commercial practice grows.

We are a disability confident committed employer. If you need any reasonable adjustments during the application or recruitment process, please email hrteam@businesswest.co.uk. If you need any help or assistance completing the application process, please let us know and we will be happy to help you.

Business West is committed to promoting equality of opportunity for all staff and job applicants. We aim to create a working environment in which all individuals are able to make best use of their skills, free from discrimination or harassment, and in which all decisions are based on merit.
