**Unit: Marketing**

**Job Description: Business Development Executive**

**Grade: Higher Executive Officer**

Water Safety Ireland has just launched its 5-year strategy that will raise awareness of water safety across Ireland. Reporting to the Marketing Manager and working closely with the Financial Unit and Education Unit, this role will contribute to the achievement of these objectives, especially the goal of promoting a public awareness of water safety by raising WSI’s profile within Ireland to ensure we are known as the leading body in water safety.

Management of staff will also be required. While based in Galway, this is a hybrid role that also involves travel.

**Salary Range:**

€52,373 to €65,959

**The Role:**

The key purpose is to assist in achieving the WSI’s mission of education and lifesaving activities by identifying opportunities to increase funding for the organisation, to include the development of WSI products and services, as well as identifying other funding streams.

**Key Responsibilities:**

**(Please note this list is not definitive nor restrictive)**

* Increase WSI funding sources, membership, and Tutors, Franchise members and course participants
	+ Relationship management: Act as public relations representative to raise awareness of the organisation and vision, internationally and nationally as well as in the local community.
	+ Conduct research and Identify new business opportunities for WSI, including possible growth areas, emerging markets, and useful trends.
	+ Responsible for developing new water safety fundraising products and channels that engage new audiences and enable WSI to help more people at risk of drowning.
	+ Manage fundraising campaigns, achieve fundraising targets and account manage donor relationships.
	+ Work closely with the marketing team and commercial development commission to provide a central, collaborative resource independent of all agencies, to identify and coordinate interactive projects.
	+ Ensure high financial returns and viability of the organisation commercially on the national stage, through sales, business development, financing, and funding.
	+ Ensure management is provided with regular & accurate feedback.

**What Success looks like: The following Key Performance Indicators will be periodically measured to benchmark productivity and success in this role:**

* Increase in corporate sponsorship and partnerships.
* Increase in commercial efficiency of WSI.
* Increase in membership numbers.
* Increase in revenue streams.

**Health and Safety**

* To report any health and safety issues clearly and promptly to all relevant stakeholders.
* To attend all training. This may include training outside of normal working hours, and it may include training on site, at alternative locations or online training platforms.
* To ensure that all accidents and incidents are accurately and promptly reported to the Health and Safety Officer on the appropriate form.

**Customer Care**

* To be professional, courteous, and positive in all dealings with all stakeholders.
* To deal with all customer queries, concerns or complaints in a prompt, courteous and professional manner.
* To inform all relevant stakeholders of any customer complaints or concerns with a view to learning from the situation and preventing a recurrence.
* To reflect the values of Water Safety Ireland and Public Service in every aspect of your role.

**Key Competencies this Role Requires:**

* **People Management -** A key competency of this role is People Management. This is demonstrated by:
1. Consulting and encouraging the full engagement of the team, encouraging open and constructive discussions around work issues.
2. Getting the best out of individuals and the team, encouraging good performance and addressing any performance issues that may arise Offering own ideas and perspectives.
3. Valuing and supporting the development of others and the team.
4. Encouraging and supporting new and more effective ways of working.
5. Dealing with tensions within the team in a constructive fashion.
6. Encouraging, listening to, and acting on feedback from the team to make improvements.
7. Actively sharing information, knowledge, and expertise to help the team to meet its objectives.
* **Analysis and Decision Making -** A key competency of this role is the ability to analyse information and make appropriate decisions.

This is demonstrated by:

1. Effectively dealing with a wide range of information sources, investigating all relevant issues.
2. Understanding the practical implication of information in relation to the broader context in which you work – procedures, divisional objectives etc.
3. Identifying and understanding key issues and trends.
4. Correctly extracting and interpreting numerical information, conducting accurate numerical calculations.
5. Drawing accurate conclusions & making balanced and fair recommendations backed up with evidence.
* **Delivery of Results -** A key competency of the role is delivery of results.

This is demonstrated by:

1. Taking ownership of tasks and being determined to see them through to a satisfactory conclusion.
2. Remaining logical and pragmatic in your approach, setting objectives and delivering the best possible results with the resources available through effective prioritisation.
3. Constructively challenging existing approaches to improve efficient customer service delivery.
4. Accurately estimating time parameters for projects, making contingencies to overcome obstacles.
5. Minimises errors, reviewing learning and ensuring remedies are in place.
6. Maximises the input of your team in ensuring effective delivery of results.
7. Ensuring proper service delivery procedures/protocols/reviews are in place and implemented,
* **Interpersonal and Communication Skills -** A key competency of this role is demonstrating excellent interpersonal and communication skills.

This is demonstrated by:

1. Modifying your communication approach to suit the needs of a situation or audience.
2. Actively listening to the views of others.
3. Liaising with other groups to gain co-operation.
4. Negotiating, where necessary, to reach a satisfactory outcome.
5. Maintaining a focus on dealing with customers in an effective, efficient, and respectful manner.
6. Being assertive and professional when dealing with challenging issues.
7. Expressing yourself in a clear and articulate manner when speaking and in writing.
* **Specialist Knowledge, Expertise and Self Development -** A key competency of this role is demonstrating specialist knowledge, expertise, and self-development by:
1. Displaying high levels of skills and expertise in your own area and providing guidance to colleagues.
2. Having a clear understanding of the role, objectives, and targets and how they support the services delivered by WSI, and the ability to clearly communicate this to the team.
3. Leading by example, demonstrating the importance of development by setting time aside for development initiatives for yourself and for the team.
* **Drive and Commitment to Public Service Values-** A key competency of this role is possessing the drive and commitment to Public Service Values. This is demonstrated by:
1. Remaining consistently committed to the cause of Water Safety and WSI’s mission.
2. Consistently striving to perform at a high level.
3. Demonstrating flexibility and openness to change.
4. Consistently ensuring that customer service is at the heart of your work and teamwork.
5. Remaining thorough and conscientious, even if work is routine.
6. Remaining enthusiastic and resilient, persevering in the face of challenges and setbacks.
7. Remaining honest and trustworthy.
8. Acting with Integrity at all times and encourages this in others.

**Person Specification: Required Criteria:**

* The successful candidate will be an excellent communicator (written & verbal) with well-developed interpersonal skills, experience in project management and the ability to prioritise work and meet deadlines.
* A full driving licence & willingness to travel as the role involves all of Ireland.
* Experience in fundraising and campaign development and management.
* A demonstrable ability to work on own initiative and work collaboratively with a broad range of internal and external stakeholders.
* Strong organisational skills & attention to detail.
* Good interpersonal, leadership, verbal, and communication skills (including written and oral presentations)
* Great organisational and networking skills.
* A professional manner and appearance when meeting clients.
* The capacity to analyse sales figures and write reports.

**Essential Education Criteria:**

NFQ Level 7 or higher Qualification in a relevant business field.

**Person Specification: Desired Criteria:**

* Proven track record and experience in establishing a new business and building a quality brand.
* Social Media acumen
* Initiative and good decision-making skills
* Exceptional motivation skills, both for yourself and the staff.

**Garda Vetting and References**

The successful candidate may be subject to Garda Vetting Procedures in line with the

provisions of the National Vetting Bureau (Children & Vulnerable Persons) Act 2012 to 2016 as appropriate in advance of appointment.

The appointment of any successful candidate will be subject to receipt of references which are satisfactory.

**Car and Driving Licence**

It may be necessary for the person employed to hold a full driving licence.