

Job Title: Technical Business Development Manager – Optical Performance Centre (OPC-LUX)

Reports to: Gary Gould (BSPA) and Gareth Jones (LUX-TSI) – joint responsibility

Summary of Role

To create and develop new revenue streams for the OPC and to drive the promotion of the OPC activities in the region, nationally and internationally. The role involves a considerable focus on the energy efficient lighting sector. This role is employed by BSPA, however will work jointly with LUX-TSI a partner of BSPA.

Responsible for: Management of Optical Performance Centre Team and attracting new opportunities through Business Development activities

Main Responsibilities

- To create new revenue and capital income streams for the OPC, and to deliver against agreed revenue and new customer targets to include; lab testing contracts; training and education events and project development
- To act as BSPA's outward facing representative for the OPC and promote all its commercial activities;
- Develop a close working relationship with industry specialists to support the work of the OPC;
- To create strong networks with all industry contacts and potential users of the services on offer;
- To develop the OPC proposition by carrying out thorough commercial research and exploring possible opportunities and present proposals for the future development of the OPC to senior management;
- Establish links with Higher Education Institutions in region, in particular with Aston University's photonics group;
- To develop opportunities to secure funding or deliver services relating to the activities of the OPC;
- To develop event opportunities and to organise and participate in Events associated with the OPC or the wider BSPA where relevant;
- To work to maximize the potential for OPC through the euroLED event and support all euroLED activities;
- To prepare funding applications to appropriate bodies to increase the value for money;
- To work with the whole BSPA team to promote and maximise the value of OPC services and all other projects or potential opportunities;
- To represent BSPA at regional and national activities as agreed with management;
- To manage business development marketing activity and ensure this is in line with the BSPA marketing strategy and guidelines;
- To carry out any other reasonable request either specifically relating to the OPC or connected to the wider BSPA business

Person Specification

- Lighting industry background ESSENTIAL
- Relevant knowledge to be able to 'sell and show' the laboratory capacity and capability ESSENTIAL
- Track record of business development in a photonics or lighting sector ESSENTIAL
- Ability and confidence to establish and maintain professional relationships ESSENTIAL
- Demonstrable knowledge of creating and delivering sales and marketing strategies and experience of effective use of sales processes ESSENTIAL
- Knowledge of broad range of photonics applications especially involving lasers and LEDs - DESIRABLE
- Knowledge of the Green/Carbon reduction agenda and European energy reduction legislation DESIRABLE
- A level or equivalent in Maths and Science ESSENTIAL Self-motivated and personally driven and enthusiastic about the product and services of the OPC ESSENTIAL
- Excellent presentation, communication and negotiation skills ESSENTIAL
- Able to work alone and to manage own work load – envisaged the role holder will be out of office selling/promoting in the West Midlands/UK region for approximately 60% of work time ESSENTIAL
- Degree, or equivalent experience in Physics or Electronic Engineering DESIRABLE
- Experience and knowledge of larger corporates and also how the public sector operates DESIRABLE
- An ability and willingness to be hands-on to support the work of the labs when necessary DESIRABLE