

Job Description: Business Development Manager

Salary: £15,000 per annum (£37,500 full-time equivalent)

Employment Type: Part Time

Hours: 14 contracted working hours per week (0.4 FTE), excluding unpaid rest breaks

Working Pattern: Two days per week or equivalent hours spread flexibly across the week

Term: 24-month fixed-term contract

Probation: Six months

Reports to: Chief Executive Officer

Responsible for: No direct reports

Location: Home-based; the postholder must be resident in Scotland

Pension: 6% employer pension contribution

Annual Leave: 25 days plus nine public holidays, pro rata; public holidays may be taken flexibly

Job Overview:

The purpose of this role is to deliver more for ASVA members by growing the organisation's memberships and generating recurring income that can be reinvested in member services and impact.

The Business Development Manager will first evaluate ASVA's growth opportunity and establish effective systems and processes, then undertake the proactive outreach, marketing, relationship development and conversion activity required to recruit new members.

The primary targets are new attraction members and new ASVA Quality Scheme members. The role may also support appropriate trade membership and other income opportunities, but these are secondary to its core purpose.

This is a hands-on, target-driven role. The postholder will move suitable organisations from identification through to paid membership, before handing the relationship to the relevant colleague for onboarding, engagement and ongoing management.

About ASVA:

Founded in 1988, the Association of Scottish Visitor Attractions (ASVA) is the representative body for Scotland's visitor attractions sector. ASVA inspires, represents and supports the sector, helping attractions grow through better visitor experiences and working towards its vision of World Class Scottish Attractions.

ASVA provides membership services, learning, insight, representation and opportunities to connect, and operates the ASVA Quality Scheme to help attractions understand, improve and celebrate the experiences they provide.

Growth Opportunity and Business Development Plan:

- Evaluate the scale and nature of the opportunity for growth in attraction membership and Quality Scheme participation.
- Identify and segment prospective organisations according to suitability, likely value, readiness to join and potential route to conversion.
- Build clear priority prospect lists across relevant attraction types, regions and organisational structures.
- Assess barriers to joining and identify the strongest reasons why different organisations should become ASVA Members, Quality Scheme members or both.
- Work with the Membership & Engagement Manager and Quality Improvement Manager to develop clear, credible and compelling propositions for prospective members.
- Develop and maintain a practical 24-month business development plan, including priorities, activity, investment requirements, targets and forecasts.
- Use market intelligence and performance evidence to refine the approach throughout the contract.
- Identify appropriate opportunities for trade membership or other income where these support ASVA's objectives without distracting from the primary membership-growth priorities.

Pipeline, Systems, Automation and AI:

- Establish and manage ASVA's business development pipeline within HubSpot, including clear stages, ownership, follow-up timescales and conversion processes.
- Work with the Membership & Engagement Manager, who leads the capture of contacts from enquiries, events and other member-facing activity, to identify, tag and progress suitable prospects through an agreed leads process.
- Ensure prospect information, conversations, activity, outcomes and next steps are recorded accurately and consistently.

- Create effective templates, communications, presentations and supporting materials for each stage of the business development process.
- Develop a clear and efficient handover process once a prospect becomes a member.
- Use appropriate automation to improve lead routing, follow-up, task management, reporting and campaign measurement.
- Use approved AI tools where they can improve prospect research, segmentation, drafting, personalisation or analysis, while maintaining human judgement, accuracy, data protection and compliance with ASVA policy.
- Build systems and processes that strengthen ASVA's long-term growth capability and can continue beyond the initial fixed-term period.

Prospecting, Outreach and Conversion:

- Research and identify organisations that would benefit from ASVA Membership, the ASVA Quality Scheme or both.
- Undertake proactive and targeted outreach through email, telephone, online meetings, events, introductions and appropriate in-person engagement.
- Follow up warm and self-generated leads promptly and consistently.
- Build relationships with prospective members, understand their needs and present the most relevant ASVA proposition.
- Clearly explain the value, costs and expected benefits of membership, tailoring the approach to different types of attractions and organisations.
- Respond effectively to questions, concerns and objections, maintain momentum and agree clear next steps.
- Convert suitable prospects into paid members and ensure an effective handover to the Membership & Engagement Manager, Quality Improvement Manager or other relevant colleague.
- Revisit previous enquiries, former members and organisations that have expressed an interest in joining where appropriate.
- Represent ASVA professionally and credibly throughout the business development process.

Marketing, Campaigns and Growth Investment:

- Develop and test targeted campaigns that generate qualified prospective-member interest and conversions.
- Assess the potential use of paid channels such as Google advertising, LinkedIn advertising, targeted email activity, sector publications, event promotion and other relevant digital or industry channels.
- Manage an initial operating budget of £5,000, subject to agreed approval and financial controls.
- Set clear objectives and tracking for each campaign or investment, including lead quality, cost per lead, conversion, cost per acquisition and forecast recurring contribution.
- Apply a test-and-learn approach, increasing investment where evidence supports it and stopping or changing activity that does not demonstrate sufficient value.
- Assess whether activity is most effectively delivered directly, through colleagues or through an external specialist or agency.
- Develop briefs and manage external support where this offers a stronger potential return, subject to CEO approval.
- Recommend further investment where evidence shows that additional expenditure is likely to generate an appropriate return.
- Work with the Communications Officer to ensure campaigns are consistent with ASVA's brand, voice and wider communications activity.

Collaboration and Team Contribution:

- Work particularly closely with the Membership & Engagement Manager and Quality Improvement Manager to understand the propositions, identify priority audiences and hand over successful new members.
- Work with the Communications Officer on targeted campaigns, content and supporting materials, and with the Business Support Officer on CRM records, invoicing and new-member administration.
- Share insight gathered from prospective members to inform improvements to ASVA's services, messaging and future activity.
- Work collaboratively with all colleagues to support their outputs and deliver ASVA's Business Plan and organisational objectives.
- Attend and help deliver the annual ASVA Conference in Perth, including engaging with relevant prospective members. Attendance is required.
- Provide proportionate support for selected events, attraction visits or Quality Scheme training where this helps the postholder understand the offer, build sector credibility, support team delivery or progress growth opportunities.
- Provide reasonable wider team support during key periods, while ensuring the core business development objectives remain the priority.

Performance, Evaluation and Reporting:

- Agree performance targets and activity measures with the CEO and maintain a monthly business development dashboard.
- Report on the number and value of prospects identified, qualified pipeline, outreach, substantive conversations, campaign performance, conversions and new memberships.
- Track the income and estimated contribution generated by new attraction members and Quality Scheme members, taking account of relevant direct delivery costs.
- Track members recruited through the role as a defined cohort, including renewal and retention, to show the accumulating annual contribution created during the fixed-term period.
- Evaluate recurring contribution against the salary, employer costs and growth investment associated with the role.
- Provide clear commentary on what is working, what is not working and how activity should change.
- Meet regularly with the CEO to review priorities, activity, obstacles and results.
- Participate in formal impact reviews after six, 12 and 18 months, with the six-month review also informing completion of probation.
- Provide reports and information for the ASVA Board as required.
- Develop a clear evidence base to support a decision on continuation or permanence beyond the initial 24-month term.

Organisational Support:

- Represent ASVA at selected events, meetings and attraction visits where this supports membership growth or wider organisational delivery.
- Attend and contribute to team meetings, planning and organisational development.
- Maintain a strong understanding of ASVA's services, member benefits, Quality Scheme and strategic direction.
- Follow ASVA's policies and procedures, including data protection, financial management, communications and responsible use of AI and technology.
- Manage time and resources effectively within a small, home-based team.
- Undertake other reasonable duties connected to the purpose and level of the role, as agreed with the CEO.

Role Boundaries:

The Business Development Manager is not responsible for:

- general capture or administration of contacts from routine enquiries, events or member-facing activity, although they will work with the Membership & Engagement Manager to identify, tag and progress suitable prospects;
- ongoing management of existing-member relationships, general member engagement or retention activity;
- routine membership administration or onboarding;
- leading ASVA's sponsorship and partnership programme;
- Quality Scheme assessments or operational delivery;
- general organisational communications; or
- routine business support or administration.

The postholder may identify opportunities or provide agreed support in these areas, but their time and performance should remain focused on generating membership growth.

Accountabilities:

- Evaluating and clearly defining ASVA's available growth opportunity.
- Creating effective and sustainable business development systems and processes.
- Developing and maintaining a high-quality prospect pipeline.
- Undertaking consistent and effective proactive outreach.
- Converting suitable organisations into attraction members and Quality Scheme members.
- Using marketing, automation, AI and external support appropriately to improve results and efficiency.
- Delivering measurable recurring income and contribution.
- Maintaining accurate and useful information in HubSpot.
- Providing clear, timely and evidence-led performance reporting.
- Ensuring effective handover of successful new members.
- Building ASVA's long-term capacity to achieve sustainable membership growth.

Qualifications and Skills:**Essential Experience**

- Proven experience of successfully developing new business, growing membership, generating sales or converting prospects in a relationship-led environment.

- Clear evidence of achieving measurable growth or income results, including the ability to explain personal contribution, approach and outcomes.
- Experience of developing and managing a structured sales or business development pipeline.
- Experience of proactively identifying and approaching prospective customers, members or clients.
- Experience of using a CRM system to manage activity, follow-up, conversion and reporting.
- Experience of working towards clear activity, conversion or income targets and using evidence to improve results.

Essential Knowledge

- Strong knowledge of Scotland's tourism industry and visitor attraction sector, gained through professional experience or equivalent engagement.
- Understanding of the operating environment, opportunities and pressures affecting visitor attractions.
- Understanding of relationship-led sales and the factors that influence organisational purchasing or membership decisions.
- Commercial awareness and an understanding of return on investment, recurring income and customer acquisition costs.

Essential Skills and Attributes

- Excellent interpersonal and relationship-building skills.
- A confident and credible communicator, able to engage people by telephone, online and in person.
- Strong influencing, pitching and objection-handling skills.
- Ability to listen, understand organisational needs and communicate a relevant value proposition.
- Confidence in initiating conversations and maintaining appropriate follow-up.
- Strong analytical, organisational, planning and prioritisation skills.
- Ability to establish new systems, processes and ways of working.
- Digital confidence, including responsible and effective use of CRM, automation and approved AI-assisted tools.
- Ability to work independently, maintain momentum and take responsibility for results.
- Strong written communication and business-reporting skills.
- Ability to work collaboratively within a small, remote team.
- Ability to travel within Scotland and attend occasional events, meetings and rare evening activity.
- Resident in Scotland for the duration of the role.

Desirable

- Professional experience within tourism, visitor attractions or a closely related sector.
- Experience of working within a membership body, trade association or not-for-profit organisation.
- Experience of selling membership, subscriptions or other recurring services.
- Experience of HubSpot.
- Experience of planning, managing or evaluating paid marketing campaigns.
- Experience of using automation or AI to improve business development activity.
- Experience of commissioning or managing external marketing or business development support.
- Experience of working effectively within a home-based or geographically dispersed team.

Work Environment:

This is a home-based role and the postholder must be resident in Scotland. The 14 contracted working hours may be worked as two days or spread flexibly across the week, subject to agreed meetings, team commitments and business needs. In-person attendance will be occasional, but travel within Scotland is required, including attendance at the annual ASVA Conference in Perth. Rare evening work may be necessary and will be managed flexibly.

Measures of Success:

- A clear evaluation of ASVA's growth market and priority prospects.
- An effective HubSpot pipeline established and actively maintained.
- Strong and increasing numbers of suitable qualified prospects, with consistent outreach, follow-up and substantive conversations.
- Growth in attraction membership and Quality Scheme membership.
- Appropriate additional trade membership or other income without loss of focus on the primary targets.
- Improving conversion rates as learning is applied.
- Effective use of the initial £5,000 operating budget and evidence of return from paid and direct outreach activity.
- Recurring annual income and contribution generated by members recruited through the role, including their retention and renewal.
- The accumulating annual contribution generated by new members compared with the full cost of the role and its growth investment.

- Effective collaboration, handover and proportionate contribution to wider team delivery.
- Useful insight that strengthens ASVA's propositions and future growth activity.
- Sufficient evidence by the end of the fixed-term period to support a decision on making the role permanent.

The ambition is for the role to become permanent. This will depend on evidence that it is generating sustainable membership growth and recurring contribution sufficient to justify continued investment.