



Business Development Manager Junction Restaurant and Bar

Junction is a new bar, restaurant, cafe and social workspace situated in the heart of Manchester. Built under the iconic arch of Manchester Central, one of the UK's largest and most versatile event venues, Junction welcomes workers, tourists and families alike as a place to eat, drink, meet or relax.

A place to game-plan the day with great coffee in the morning, catch up on emails at lunch, make connections with new contacts, and meet friends over cocktails and locally sourced small-plates in the evening. A place for everyone, all day, every day.

Junction is managed by Manchester Central.

Your Role

Competitive salary up to £35,000pa / 25 days holiday plus bank holidays / contributory pension scheme / discounted car parking

Reporting directly to the Restaurant and Bar General Manager, this role is working on a full time, permanent basis.

Your duties and responsibilities will include but are not limited to:

- Identifying, developing, and converting new business opportunities for Junction, focusing on the hospitality, events, and corporate sectors.
- Building strong relationships with clients, partners and key stakeholders, representing Junction at networking events in the Manchester hospitality community.
- Collaborating with Central's Marketing team to plan and implement promotional strategies across online and offline channels that align with Junctions goals.
- Conducting market research to stay informed about industry trends, customer preferences, and customer activities.

The ideal candidate will have:

- Proven experience in business development, sales or client facing role within the hospitality industry.
- Knowledge of the local market and hospitality trends.
- Strong networking skills with established connections in Manchester's hospitality scene.
- Exceptional communication and interpersonal skills, with the ability to build rapport with a wide range of stakeholders.

You must be:

- Familiar with social media management and have experience with content creation, posting and analytics.
- Confident in negotiating contracts and partnerships, ensuring mutually beneficial agreements with clients and partners.
- Proactive, results-driven, and self-motivated, with a passion for achieving sales goals.





Apply

To apply for this exciting opportunity, please send a CV and covering letter to:

Ref: Business Development Manager - Junction

FAO: HR Team

Email: careers@manchestercentral.co.uk

Closing date for applications: 25 October 2024 (5PM). We reserve the right to bring this date forward if a sufficient number of suitable applications are received.

Manchester Central is an equal opportunities employer. All applicants who meet the essential criteria and identify as having a disability in their covering letter will be guaranteed an interview.



Job Description

Business Development Manager

Salary:	Up to £35,000 gross per annum
Hours:	40 hours per week
Working pattern:	Monday to Sunday (5 days out of 7).
Location and business area:	Junction- Sales
Aim of the role:	This role will be responsible for identifying and converting proactive sales opportunities while supporting the marketing team with social media activities. It will build strong relationships with clients, partners, and key stakeholders, representing Junction at networking events and in the Manchester hospitality community. Your efforts will help establish Junction as a leading hospitality destination in the city.
Directly responsible to:	Restaurant and Bar General Manager
Directly responsible for:	N/A

Main areas of responsibility

Proactive Sales Development:

- Identify, develop, and convert new business opportunities for Junction, focusing on the hospitality, events, and corporate sectors.
- Build relationships with key local businesses, corporate clients, and event organisers to drive footfall and sales.
- Meet and exceed sales targets by growing revenue through private dining, events, and group bookings
- Map out key dates in the calendar for targeted marketing and new business opportunities.

Brand Representation & Networking:

- Represent Junction at key networking events such as the Manchester Hospitality Network and other industry gatherings.
- Act as the public face of Junction, fostering strong relationships with external stakeholders and positioning the brand within the competitive hospitality market.

Social Media & Marketing Support:

- Collaborate with Central's Marketing team to plan and implement promotional strategies, across online and offline channels, that align with Junction's goals
- Make recommendations for targeted sales and marketing campaign activity, in line with sales strategy, and work with the team to successfully execute
- Monitor and post engaging content on Junction's social media platforms (Instagram, Facebook, etc.) to drive awareness and customer engagement.
- Assist with the creation of digital content and print materials, including photography, video and menu collateral ideas, to highlight special events, promotions, and the unique aspects of Junction's offering
- Manage and grow customer databases, to include planning and issuing a programme of e-communications
- **Market Research & Insights:**
 - Conduct market research to stay informed about industry trends, customer preferences, and competitor activities.
 - Provide insights and recommendations to the senior management team to refine sales and marketing strategies.
 - Conduct research in relation to targeting specific industries.

Reporting & Analysis:

- Track and report on sales performance, social media metrics, and other KPIs.
- Provide regular updates on business development progress and key outcomes to senior leadership.

General responsibilities

The following responsibilities and expectations apply:

All employees:

- To adhere to Manchester Central's Company values at all times, with actions taken and words said being in consideration of all six standards.
- To be aware of and take personal responsibility for acting in accordance with Manchester Central's policies and procedures.
- To promote Manchester Central in a positive and professional manner at all times.
- To be smartly dressed in appropriate attire depending on duties performed.
- To display a flexible 'can do' approach to contribute to the success of Manchester Central.
- To proactively identify training needs and aspirations for personal development.
- To undertake any L&D activities necessary to meet the requirements of the post.
- To adopt a flexible approach to working hours as required by the business.

- To be open to new ideas, understand the need for change and be willing to adapt.
- To be aware of issues of equality and diversity, to understand and be sensitive to cultural differences; and
- To take all possible steps to ensure a safe working environment for self and others.

About us:

Our purpose is to connect people, ideas, and business through meaningful and rich experiences.

Our customers choose Manchester Central because of the experiences we help them to create. We help them to make something happen – the energy and connection that creates memories.

We help them to grow their businesses – connecting with their customers, partners, suppliers, and employees. We bring people together to share ideas and make plans. We pay attention to the details so our clients can pay attention to their guests. What makes us different is the creativity, professional delivery expertise and passion of our team.

The qualities of our people:

Our people are pretty fabulous. They really love our industry, our customers, and what we do. We have high expectations of each other and live up to the standards we've set.

The people who are happiest working for us want to get stuck in and make things happen for a great purpose. They want the challenge of a fast pace, lots of energy and a great team to work with.

We are a special group who have chosen to work together, and we share these characteristics:

- **Expert & specialist**
We're highly respected and super proud of our level of expertise – making the complexity of what we do look effortless.
- **Flexible**
We're all about innovation and trying new ways to create experiences for customers. We're really flexible to meet our customers needs.
- **Positive and energetic**
There's a great energy across the business and sense of teamwork - it feels like a family. We have fun at work and there's plenty of social activity.
- **Ready to grow**
Careers are important to us too – some of our senior leaders started out as team members and then progressed their careers.

If people move on from working with us, they'll always have improved their skills and experience along the way.

- **Committed**

Our people show huge levels of commitment for our customers, and they're determined to get the job done. Events always build up to a crescendo of activity, so it's not always easy. Even when there's pressure it's still a great place to work.

We have a Code of Conduct sets out the right way to do business at Manchester Central. The reputation and integrity of our business is based on all of the decisions we've made, the way we manage our business and what we deliver. These actions and decisions have built up the trust we've earned with our customers, suppliers, communities and colleagues.

Our people pay attention to respect in our workplace, doing the right thing and safeguarding our company and each other.

Person Specification

Education	Essential	Desirable
Experience		
Proven experience in business development, sales or client facing role within the hospitality industry.	✓	
Familiarity with social media management, including experience with content creation, posting and analytics	✓	
Knowledge of the local market and hospitality trends is essential	✓	
Skills		
Strong networking skills with established connections in Manchester's hospitality scene.	✓	
Exceptional communication and interpersonal skills, with the ability to build rapport with a wide range of stakeholders.	✓	
Confident in negotiating contracts and partnerships, ensuring mutually beneficial agreements with clients and partners.	✓	
Strong organisational skills to manage multiple tasks and priorities effectively, ensuring deadlines are met and objectives achieved.	✓	
Personal Attributes		
Proactive, results-driven, and self-motivated, with a passion for achieving sales goals.	✓	
Ability to work independently and as part of a team in a fast-paced environment.	✓	
A self-starter with a proactive approach, capable of identifying opportunities and taking initiative to drive business growth.	✓	
Ability to handle setbacks with a positive attitude and determination to achieve long-term success.	✓	
A natural relationship builder who exudes enthusiasm and is approachable, helping to create a positive first impression of Junction.	✓	
Willing to work closely with other departments (e.g., marketing, operations) to ensure a unified approach in achieving business goals.	✓	