**Job Description**

**Role title: Director of Client Growth, Marine Science and Development**

**Reports to: Managing Director**

**Grade: Divisional Director**

**Sector: Marine Science & Development**

**Division: MS&D Central**

**Location: UK location flexible**

**Purpose / Scope of role**

The core business of the Marine Science and Development (MS&D) unit within the APEM Group is to support sustainable marine infrastructure developments globally, particularly in the offshore renewable energy sector. We are seeking an experienced senior business development professional with a proven track record in the offshore renewables sector to take on the role of Director of Client Growth – MS&D.

The Director of Client Growth is a key strategic role within our Marine Science and Development business unit. The post is part of the business unit leadership team. This highly collaborative role spans our target sectors, geographies, and markets, aiming to deliver revenue and margin growth across our client portfolio.

**What success looks like in this role**

The role involves developing client growth plans and pipeline targets for revenue/profitability, while driving the implementation and adoption of tools and frameworks to increase client lifetime value.

The Marine Science and Development Unit comprises nearly 280 marine environmental consultants with a strong focus on marine science and supporting sustainable marine development, particularly the offshore wind industry. Our core markets are in the UK, Ireland, and Australia. Additionally, our teams have a global outlook and are actively working across Europe, APAC, and Latin America.

The role will be accountable for implementing a strategic account management approach for the business unit, developing key priority strategic account revenue, and C-suite level relationship growth, while driving best practices in account management across the unit.

**Key Responsibilities**

**Client & Market Intelligence:**

* To design and implement a data and intelligence-led market and BD approach for MS&D and facilitate its adoptions across the APEM group.
* Work with sector colleagues to gather, collate, and maintain intelligence on key clients including upcoming projects, strategic growth areas, and key personnel.
* Conduct market analysis and competitive intelligence to stay abreast of industry trends, regulatory drivers, and emerging opportunities. Be a champion of people’s learning and understanding of these trends.
* Using the data to forward scan markets, identifying opportunities and creating a prioritised market forecast for MSD to underpin our strategic BD activities.

**Client Growth Strategy & Performance:**

* Develop a data-led approach to the business unit's client development strategy, plan, and key performance metrics across target markets and geographies, working with the Sector Directors and our Director of Client Engagement Group.
* Monitor and drive effectiveness in the growth of the client pipeline, across all stages from sales origination to bid success.
* Assess and determine business development strategy for the MS&D unit including marine wildlife surveys, EIA, consenting services, marine science, navigation and port safety services, and APEM’s wider development support services.
* Champion the development of an integrated marine development support offering, centred around the offshore renewables, transmission, ports, and decommissioning of O&G markets.
* Drive collaborative business development with APEM Group colleagues in core and emerging international markets.

**Sales Origination:**

* Lead a small team of business development professionals to drive sales origination activity with a focus on new markets, services, and clients, formulating clear action plans to qualify opportunities.
* Engage and provide leadership to MS&D consultant teams in active BD initiatives.
* Encourage and facilitate project teams in having BD conversations with existing clients and markets, fostering a ‘be curious’ approach.
* Develop, implement, and monitor the success of sales training and business development initiatives within the consultant population of MS&D.

**Strategic Account Management:**

* Develop the business unit's approach to strategic account management (SAM) as part of an APEM-wide SAM initiative, focusing on recurring revenue and broadening service lines.
* Drive best practices in account management including account planning, use of client and market intel, adoption of value pricing, cross-selling, and increasing client lifetime value.
* Own several strategic accounts to deliver significant growth in revenue, client lifetime value, and C-suite relationships.
* Develop key partnering relationships and monitor the growth of strategic partnering accounts.
* Establish performance benchmarks for strategic accounts and produce regular performance reports for the Executive Team and Business Unit Leadership Team.

**Client Engagement – Marketing & Bids:**

* Champion the identification and conversion of opportunities into winning proposals, working with colleagues to produce commercially and technically attractive proposals.
* Work collaboratively with APEM’s in house Bid Team to continually improve the quality of our proposals.
* Ensure key client themes and messages are at the forefront of all proposals, providing continuity from business development to proposal submission.
* Working collaboratively with APEMs Marketing and Events teams to drive collaboration and to maximise the value of our messaging and market positioning in relation to MS&D core markets.
* Serve as the first point of contact in MS&D for all marketing and bid activities to ensure alignment with business unit client themes.
* Plan and execute a series of campaign initiatives to promote the APEM Group brand, expertise, and industry visibility to potential and existing clients across multiple target markets and regions.

**Commercial Management:**

* Collaborate with Sector Directors, Commercial Finance Business Partners, and the CEG team to ensure bids and opportunities are commercially viable and profitable.
* Review existing commercial position and lead the develop of an effective and strategic commercial strategy for the sectors MS&D face.
* Attend and contribute to BU Board meetings as part of the MS&D senior management team, assisting in developing commercial and pricing strategies for major proposals.

**Tools & Frameworks:**

* Champion the implementation and adoption of CRM methodologies and systems, ensuring business unit needs are represented.
* Support the implementation of an annual client survey and take ownership of resolving areas of negative client feedback.
* Determine key performance metrics and actions at each stage of the client pipeline to drive improvement in pipeline coverage and velocity, leading to increased client lifetime value.
* To carry out any additional activities that may be reasonably required or requested.
* To take reasonable care for the health and safety of yourself and others; make use of the tools, equipment, training and resources; and actively engage with colleagues at all levels to contribute to the continuous improvement of health and safety management.
* Complete mandatory health and safety training modules and any that are specific to your role.

**Skills/Knowledge/Experience/Qualifications**

**Essential**

* Minimum of 5 years’ experience of working in the offshore wind or renewables sector
* Minimum of 5 years’ experience in of business development, sales and strategic development roles and projects.
* Established network of contacts with marine energy, principally offshore wind, sector
* Strong track record in the development, articulation and implementation of business strategy
* Excellent communication and project management skills
* Ability to work collaboratively across multiple teams, geographic regions and technical areas.

**Desirable**

* Track record of speaking at public conferences
* Experience of design and delivery of Strategic Account Plans
* Team leadership and the ability to inspire and lead mixed teams
* Public speaking and the development and delivery of sales, strategy and technical presentations

**Our Values**

Our most important assets are our people who work here. We all work as one team and rely on each other. We wish to create a working environment to which our people are proud to belong, by maintaining our values at the forefront of everything we do. These values are:

* Integrity – We do the right thing
* Quality – Quality in everything
* People - We care
* Forward thinking – We focus on the future
* Positivity – We believe we can
* Fairness – We champion equality

**Our WOW Factor**

When home became work, we learned that flexibility, understanding and balance allowed us all to move forward and grow together. So, no matter where you’re based, the hours you keep, the toddlers you have to entertain, or outside interests that help with your wellbeing we’re committed to our Ways of Working (WOW) with each other so we can continue to be our best.

**You belong**

We recognise that everyone’s story is different. The opportunities, experiences and challenges faced in life shape who we are, and we understand that these are the things that make us individual and unique. Embracing our differences means we’re able to approach what we do from every angle.

Inspiration and insight can come from anywhere, and no matter your history or choices in life, we empower our people to be their best, so we can be our best, together. **We welcome the whole you.**