



Appointment of

Business Development Executives

April 2025

Reference: HBSMB

Saxton Bampfylde

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Introduction



Too often, conversations around what's good for our economy, and good for our country, focus on large, listed companies. But it's the privately-owned and family run businesses that are the backbone of the UK economy and the lifeblood of our communities.

Not only do family businesses make up 90 per cent of the UK's total private sector firms, but they employ 14 million people and contribute over £200 billion through tax receipts each year alone. They also represent one of the UK's greatest entrepreneurial resources.

They need championing and supporting. They need a vehicle for their voice to be heard, and their contribution to be recognised.

That's where FBUK comes in.

Working with senior government officials and policy makers, we advocate for policies and regulatory frameworks that incentivise family businesses to do what they do best; put people at the heart of business, take a long-term view, invest in local communities, and act as stewards and custodians for future generations. We give family businesses access to industry leaders and experts, and help them connect, learn and share through a rapidly expanding peer-to-peer network.

We are passionate. We are committed. We are ambitious. And we're growing.

If you're a change-maker, and looking to work with Britain's leading business owners, innovators, and entrepreneurs, we'd love to hear from you.

A handwritten signature in dark blue ink, which appears to read "Neil Davy". The signature is fluid and stylized, with a long, sweeping tail on the final letter.

Neil Davy

Chief Executive Officer, Family Business UK

About



Family Business UK (FBUK) is the largest organisation in the UK dedicated solely to supporting, representing, and championing family businesses, their owners, leaders, NextGens, and executives.

Family businesses are the backbone of the UK economy and the bedrock of our communities. For generations, family businesses have put people at the heart of business. FBUK is a growing movement of family businesses that wants to create a more sustainable and prosperous future for generations to come. We advocate for the family business model, supporting family businesses in adopting and adapting best practice and championing and celebrating the sector in the UK.

Our supporters range from some of the largest, oldest, and best known British businesses, as well as first-generation businesses, from across every sector of industry and commerce, and from all corners of the UK. Family businesses are driven by more than just financial gain; they're about creating a lasting legacy for future generations. FBUK offers valuable insights for family business owners looking to grow their enterprises while preserving their unique family heritage.

Our **Purpose** is to help family businesses create a more prosperous and sustainable future for generations to come.

Our **Strategy** is to bring together family businesses with subject matter experts, advisors, academics, regulators, and civil society to:

Advocate for responsible and sustainable family business models, providing a unified and strong voice to influence government policy through:

- proactive engagement with government, policymakers, academics, researchers and regulators on policy reform and responses to government consultations
- collaborative research and thought leadership on issues of material importance to family businesses mapped to the multi-generational life stages of family businesses

Apply thought leadership to support family businesses in capacity building, decision-making, day-to-day management and operations, and family relationships to drive sustainable bottom-line performance by leveraging:

- best practice frameworks, and practical tools and resources tailored
- facilitated networking, peer-to-peer learning, site visits, seminars, workshops, coaching, mentoring, and an online resources centre

Amplify the voice of family businesses, championing and celebrating the sector through:

- campaigns, events, owned, earned and paid media channels, media partnerships
- activities that build awareness and recognition of the role, contribution and impact of family businesses and supports the growth and future success of the sector

Read more about FBUK [here](#).

“Family businesses offer a model of sustainable and responsible business that others can learn from, be part of, work with, or even adopt.”

Our Networks



Family Businesses (FBUK Members):

Members of Family Business UK range from some of the biggest, oldest and most well-known British businesses, to first-generation businesses, from across every sector of industry and commerce, from all corners of the UK.

Through our network, family businesses can connect and collaborate, expand their knowledge, and be part of a movement that amplifies the voice of family businesses to policy makers, and helps ensure the sector is recognised for its role and contribution to the UK economy and communities up and down the country.

FBUK Communities:

FBUK Communities provide a forum for peer-to-peer networking, sharing of advice and experiences, and access to subject matter experts. Members of each Community decide what topics to discuss, how they interact, the type of events they have, and how often.

FBUK Communities are organised around a generational profile, role in the family business, or topic of common interest, for example Chairs, Family Council and Non-Family Executives.

Corporate Partners:

Our Corporate Partners are critical allies of our work and play a crucial role in supporting family businesses with the challenges they face today. They help prepare them,

and the next generation of leaders, for the future.

Family Business Advisors:

Families need advisory support from people who 'get them', who understand and appreciate their values and ethos, the subtleties and nuances of family businesses, and recognise that every family and business is unique, and at a different stage of its journey.

We provide access to a group of highly respected, experienced independent family business advisors, who offer family businesses senior advisory support on a wide range of governance and succession issues.

We also work closely with other bodies that support and champion family businesses, both in the UK and overseas such as European Family Business (EFB), through which we can ensure UK family business interests are represented in Europe.

The Role



FBUK is seeking two dynamic and results-driven Business Development Executives to focus exclusively on proactively recruiting new members. These new roles will be instrumental in expanding FBUK's membership base by identifying and engaging potential members, building strong relationships, and effectively communicating the value of joining our growing network.

As a Business Development Executive, you will take ownership of the entire sales cycle—from lead generation and initial outreach to closing deals and ensuring a smooth onboarding experience for new members. You will play a key role in strengthening FBUK's presence within the business community by understanding the needs of prospective members, addressing their questions, and positioning FBUK as an essential partner for their success.

Candidates will be proactive, goal-oriented, and skilled in sales, business development, or membership recruitment. You will be a confident communicator with strong negotiation skills, able to engage businesses through various channels and tailor messaging to different needs. Self-motivated and results-driven, you will excel at managing their pipeline, meeting targets, and positioning FBUK's membership as a valuable solution for businesses. Collaborative and adaptable, you will thrive in a fast-paced environment and be passionate about expanding FBUK's network.



Main Activities & Responsibilities

Proactive Membership Recruitment

- Identify and contact prospective members through outbound calls, emails, and other direct outreach methods.
- Develop and maintain a strong pipeline of leads, using targeted research and industry insights.
- Engage with key decision-makers, including senior executive, Board NEDs and business owners, explaining the benefits of FBUK membership.

Sales Process Management

- Manage the full sales cycle, from lead generation and initial engagement to closing deals and onboarding new members.
- Conduct needs-based conversations to understand potential members' priorities and position FBUK as a valuable partner.
- Ensure a seamless handover of new members to the wider team for continued engagement and retention.

Communication & Relationship Building

- Clearly articulate the benefits of FBUK membership, adapting messaging to align with the needs and priorities of different businesses.
- Develop strong connections with potential members, understanding their challenges and demonstrating how FBUK can provide value.
- Maintain regular follow-ups and touchpoints to

nurture leads and keep prospects engaged.

Target Achievement

- Consistently meet and exceed membership acquisition targets, contributing directly to the organisation's growth.
- Stay motivated and focused on achieving personal and team KPIs.
- Continuously refine and improve sales techniques to drive stronger conversion rates.

Data Management

- Maintain accurate records of all activities, follow-ups, and membership sign-ups, ensuring a structured and data-driven approach.
- Utilise CRM tools to track interactions, monitor progress, and report on key sales metrics.
- Provide regular updates and insights to the team on lead conversion rates and membership trends.



Person Specification

Skills & Competencies

- A confident and persuasive communicator with excellent verbal and written skills.
- Strong negotiation and influencing abilities, with the capacity to handle objections and tailor messaging to different business needs.
- Exceptional time management and organisational skills, ensuring consistent follow-ups and pipeline management.
- Ability to quickly build rapport and establish trust with prospective members, fostering long-term relationships.
- Strong problem-solving skills, with the ability to identify and address potential barriers to membership acquisition.
- A commercial mindset, with an understanding of business needs and how FBUK membership can add value.
- Proficiency in Microsoft Office and CRM systems (e.g., Salesforce), with the ability to maintain accurate sales records and track progress.

Personal Attributes

- A collaborative team player who can work effectively with colleagues to refine sales strategies and improve the member onboarding process.
- Adaptability to a fast-paced, high-energy sales environment, with a commitment to continuous learning and improvement.
- Highly self-motivated and target-driven, with a

proactive approach to generating and converting leads.

Qualifications & Experience

- Proven experience in sales, business development, marketing or membership recruitment, ideally in a B2B environment.
- A track record of achieving and exceeding sales targets, with experience managing the full sales cycle from prospecting to closing deals.



Terms of Appointment

Place of work: We have a flexible working model, with a mix of days 1-2 team days per week in central London, remote working, and from time-to-time other locations as required.

Working hours: This is a full-time role. Our working hours are 9am – 5.30pm Monday – Friday.

Remuneration and benefits: In addition to a competitive base salary and performance-related bonus, we offer pension and associated benefits.

Holidays: 25 days per year (excluding public holidays), with

the addition of time off between Christmas and New Year.

Due diligence

Due diligence will be carried out as part of the application process, which may include searches carried out via internet search engines and any public social media accounts.





How to Apply



Saxton Bampfylde Ltd is acting as an employment agency advisor to FBUK on this appointment.

Candidates should apply for this role through our website at www.saxbam.com/appointments using code **HBSMB**

Click on the 'apply' button and follow the instructions to upload a CV and cover letter and complete the online equal opportunities monitoring* form.

The closing date for applications is noon on **Friday 25th April**

* The equal opportunities monitoring online form will not be shared with anyone involved in assessing your application. Please complete as part of the application process.

GDPR personal data notice

According to GDPR guidelines, we are only able to process your Sensitive Personal Data (racial or ethnic origin, political opinions, religious or philosophical beliefs, trade union membership, genetic data, biometric data, health, sex life, or sexual orientation) with your express consent. You will be asked to complete a consent form when you apply and please do not include any Sensitive Personal Data within your CV (although this can be included in your covering letter if you wish to do so), remembering also not to include contact details for referees without their prior agreement.

Saxton Bampfylde



LONDON

The Ministry
79-81 Borough Road
London SE1 1DN

EDINBURGH

46 Melville Street
Edinburgh EH3 7HF

saxbam.com

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