

# Job Description

## Business Development Manager



### Job brief

We have been trading at our existing site location in Elm Park, Essex since 2019. We wish to expand to a second premises, preferably in the Upminster area.

To achieve this goal, we are looking for a Business Development Manager. Our ideal candidate will work with the owner to expand our business into this locality. The successful candidate will be expected to work closely with existing staff and therapists.

### Relevant Experience

Our successful candidate will be capable of managing a Thai-massage-led business. Evidence of successful experience in a commercial environment and have demonstrated excellent communication skills.

### Qualifications and Skills required

- Bachelor's degree or equivalent experience
- 2-3 years' prior industry related business development experience
- Experience in customer service, marketing, or a sales-related field
- Strong knowledge of Sports, Swedish and Thai massage services
- Clear verbal and written communication skills, strong interpersonal skills
- Organisational and problem-solving skills
- Focused and goal-oriented

### Professional Responsibilities

- Maintain existing business and transfer good practice to the new shop
- Maintain positive professional relationships with clients and staff
- Think critically when business planning to assure and develop project success
- Develop sales progression to promote business growth
- Monitor and track all costs / business-related expenditure
- Staff business development, strengthen customer care
- Promote the company image and services with focus on Sports and Swedish massage, as well as Thai massage
- Enthusiasm for the company and its growth potential

## Areas of Business Development

A Business Development Manager (BDM) focuses on driving business growth by identifying new opportunities, building relationships, and managing sales strategies. They work to increase revenue, expand market reach, and improve overall business performance. This role often involves a mix of talents below. This is not an exclusive list:

- Market analysis – researching competitors, trends, customer behaviour, and industry dynamics
- Opportunity evaluation – assessing which leads, partnerships, or projects are commercially viable
- Lead generation & prospecting – identifying and qualifying new business opportunities
- Customer Relationship Management (CRM) & data management – maintaining accurate sales records, forecasts, and reports
- Process improvement – registering sales and onboarding processes for efficiency and scale
- Client relationship building – developing trust-based, long-term relationships
- Networking – representing the business professionally at events and industry forums
- Resilience & persistence – handling rejection (New shop premises) positively
- Self-motivation – proactive, target-driven, and accountable for results
- Adaptability – adjusting approach based on market feedback and changing conditions
- Ethical judgement – building sustainable growth, not short-term wins that damage reputation

## Salary

Full time: Entry at £32,750

Hours to be arranged, based on a 37½ hour week.

Work will include weekend and evening shifts.

Both PAYE and hourly rate self-employed options are available

## About Lavender Thai Therapy

Amazing Thai Therapy Ltd is a privately owned company trading as Lavender Thai Therapy and is an accredited international VTCT Centre.

Our treatment centre located in Elm Park, East London. Our international training school is in the Nongjok district of Bangkok which is only a short drive from Suvarnabhumi Airport.

We provide an authentic massage experience to our clients. We offer quality service in a clean environment for all our clients, including women as well as couples.