



WE PLAY

WE ENGAGE

WE'RE ALL IN



BUSINESS DEVELOPMENT MANAGER

Reports to: Operations Director | London Area field role with London office base

Increase revenue into our London Parks, leading sales campaigns that increase the number and frequency of jumpers in our parks, with specific focus on off peak periods to attract more toddlers, organised groups and visits from schools

KEY RESPONSIBILITIES

1. Lead monthly sales campaigns, creating a list of relevant contacts, setting campaign targets for each park and working with our Park Managers to engage their team to make it a success
2. Track performance of campaigns and share this data with the wider team with a focus on continual improvement
3. Establish sales and service targets and incentives for each park to ensure that they achieve their budget
4. Develop relationships in the local community through social media groups to drive business from toddler groups, schools and other organised groups
5. Ensure the park team is engaged and follows up on every lead to achieve increased occupancy
6. Work with the central team to generate ideas for new campaigns and a calendar of events and activities to raise the profile of Oxygen in London
7. Work with the Product team to tailor activities and timetable to attract and broaden footfall
8. Assist in raising local awareness of our Jump Fund to create social value for the London parks

MEASURING SUCCESS

- Social Media reach within local groups
- Growth of customer database
- Delivery of monthly sales campaign to achieve agreed targets
- London parks achieving agreed service level
- Uplift in sales from target audiences

BRILLIANT BEHAVIOURS

- Approachable, supportive and professional
- Confident, articulate communicator
- Enthusiastic, driven and ambitious
- Highly commercial
- Ability to roll your sleeves up and be comfortable working in a scaling business, where is time critical
- Highly organised
- Collaborative team-oriented approach when interacting cross-functionally
- Entrepreneurial mindset
- Brand ambassador

OUR PURPOSE & VALUES

Our purpose is simple. We create moments that matter, every day. For our teammates, the jumpers in our parks and the grown-ups that bring them so that they all feel a little happier, healthier and bouncier for time spent with us.

We Play – have fun whilst we work and we're always learning.

We Engage – with our colleagues, networks and customers. Listening as hard as we speak.

We're All In – we bring our whole self to work and give it our all and always think team first!

SKILLS & EXPERIENCE

- Lead Generation & networking
- Create and maintain relationships with potential customers to better understand and achieve their needs
- Proven consistent track record of performance against targets in solution-based environment