

## JOB DESCRIPTION

<b>JOB TITLE:</b>	Regional Development Manager	<b>DEPARTMENT:</b>	Sales
<b>REPORTS TO:</b>	Group Regional Development - Public Sector	<b>ROLE TYPE:</b>	Full Time

### About ITS

We are a leading UK telecommunications provider, dedicated to connecting people and businesses with innovative and reliable services. Our commitment to excellence has positioned us at the forefront of the industry, and we are passionate about driving the future of connectivity. We foster a dynamic, collaborative, and forward-thinking environment where individuals and teams can thrive.

### Job Overview

The Regional Development Manager is responsible for building pipeline and identifying commercial opportunities, promoting ITS networks in specific regions and developing relationships with key stakeholders across the public and private sector . It is a key role to help champion our regional assets and open up conversations to deliver commercial impact.

This role is responsible for contributing to the growth plans of ITS by uncovering leads and identifying opportunities within a dedicated region in accordance with the team sales strategy and overall business objectives.

The role will focus on the following key activities, the amount of time spent on different market segments will change based on business need.

- The majority of time (circa 80%) will be spent on public sector development, focusing on councils, combined authorities, red light, health authorities and education.
- 20% of time spent on wider business community stakeholder engagement and networking, including but not limited to relevant regional events and engaging with membership organisations.

### Key Responsibilities:

- Open doors and develop relationships across various functions (economic development, regeneration, investment, highways and IT/network architecture) at relevant local authorities to enhance understanding of key regional ambitions, objectives and opportunities across public and private sector.
- Develop regional intel and share insight with sales teams.
- Generate and record leads for direct and indirect opportunities for the wider sales teams.
- Document and develop regional development activity to build intel, prioritise actions and target outcomes.
- Manage regional relationships with relevant industry and membership groups to raise awareness of network assets and unearth commercial opportunities.

## JOB DESCRIPTION

- Navigate internally by building positive working relationships and encouraging collaboration across the ITS business, ensuring the whole organisation is involved in creating and executing strategic growth plans for the assigned region.
- Influences and advises upon the Go To Market (GTM) strategy for the nominated regional areas.
- Uncovers opportunity for Network Expansion and influences the GTM strategy for any expansion opportunities
- Identify multiple business units MBUs in the managed area, build relationships with landlords and help secure wayleave access for the business
- Identify new business developments in area during the planning and build phases, (i.e. MBUs business and science parks and the like) to engage and explore commercial potential
- Maintain a detailed knowledge of customer buying behaviours, influencers, competitor activity, political landscape and share this insight internally.
- Increase awareness of ITS network within the assigned footprint.
- Other tasks as required and commensurate with the role.

### Skills & Experience:

- Confident and personable communicator who is comfortable with articulating a clear pitch and asking the right questions to build knowledge and understand the commercial potential of an opportunity.
- Demonstrable experience working with a geographical region to deliver on the GTM strategy for the region.
- Experience of identifying and developing commercial opportunities with a range of stakeholder contacts across the region.
- Ability to adapt to changing priorities to ensure targets are met and exceeded.
- Specific experience and measurable success in leading regional business development activity.
- Experience of implementing strategic and tactical plans to drive sales growth.
- In depth experience of liaising and influencing with senior stakeholders.
- Evidence of established relationships with local business groups
- Strong network of contacts and influencers within the public sector.
- Direct and indirect sales skills including ability to work in a tiered channel model.
- Solid knowledge and experience within the telecommunications industry to be able to understand and identify key trends and how ITS might best address the opportunities they present.
- Ability to develop ITS' profile in the network area.
- Ability to collaborate internally within the ITS business to ensure strategic growth plans are executed in accordance with overall business goals.
- Sound external collaboration to grow the ITS brand within the geographical region.
- Detailed knowledge and experience of different procurement processes and associated sales methodology.
- Excellent communication and interpersonal skills.
- Motivated and driven to ensure tight deadlines are delivered on time.