



# BUSINESS DEVELOPMENT MANAGER

## LOCATION

Hybrid/remote  
Lancaster office

## CONTRACT

Full-time 5 days, permanent contract.  
*Potential for 4 days (0.8) if preferred.*

## ABOUT EXP

We are EXP – an independent brand and digital consultancy working with ambitious businesses that demand results.

We combine strategy and creativity to solve problems and create flawless end-to-end experiences that keep customers returning for more.

Our core services are brand identity, brand strategy, brand content/campaigns, website design, and website development.

We're a close-knit team based in Lancaster, delivering high-impact work for clients across commercial and not-for-profit sectors. Clients include Lancaster University, James Cropper PLC, Connect 2 Cleanrooms, Royal Westmoreland Barbados, and Mazuma, among others.

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## OUR SEARCH

We're looking for a Business Development Manager to join the team and help grow EXP through strong relationships, smart opportunities, and commercially focused thinking.

This is a brand new role for the business, and has been introduced following significant growth over the past 12 months.

The ideal candidate is confident, organised, and personable, with a natural ability to spot opportunities, build trust, and turn conversations into long-term partnerships. You'll enjoy working closely with a creative team and feel motivated by helping ambitious ideas become real client projects.

The role will require an individual who can foster personal relationships with qualified prospects – focusing on quality and value over quantity.

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## THE ROLE

You'll be responsible for driving new business and supporting the growth of existing client relationships. Acting as a key link between prospects, clients, and the internal team, you'll help to develop proposals, guide opportunities through the pipeline, and ensure a smooth transition from onboarding to delivery.

You'll play an important role in representing EXP externally, while working collaboratively with the team to ensure opportunities are qualified, well-defined, well-pitched, and commercially sound.

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## KEY TASKS

You'll need a strong understanding of EXP's services and how they translate into real commercial value for our clients.

You'll be comfortable discussing brand, design, and digital solutions, positioning our services clearly, and tailoring them to client needs. From initial enquiry through to proposal and handover, you'll help ensure opportunities are well-shaped, well-priced, and aligned with both client goals and agency capability.

You'll also play a key role in shaping how we package and present our services, contributing ideas on pricing, propositions, and how we communicate value in a competitive market.

Below are some examples of what you'll be doing:

- Identifying, qualifying, and developing new business opportunities.
  - Building and nurturing strong relationships with prospective and existing clients.
  - Leading introductory meetings and discovery conversations.
  - Working with the team to scope projects and develop proposals, timelines, and budgets.
  - Managing the sales pipeline, keeping opportunities moving forward, and updating HubSpot.
  - Supporting account growth by identifying upsell and cross-sell opportunities.
  - Contributing to pitches, presentations, and marketing initiatives.
  - Providing insight back into the wider team.
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## REQUIREMENTS

Required skills and experience:

- At least 2 years' experience in a business development, sales, or client-facing role, ideally within a brand, design, or digital agency.
- Excellent communication and relationship-building skills.
- Confidence leading conversations with senior stakeholders.
- A strong commercial mindset and comfort discussing budgets and value.
- Ability to manage multiple opportunities at different stages.
- Organised, proactive, and comfortable working to targets.
- An understanding and enthusiasm for creative and digital services.
- Experience writing or contributing to proposals and pitches.
- Existing network within commercial or not-for-profit sectors.
- Familiarity with CRM tools or sales reporting.
- Full UK driving licence.

## ESSENTIAL INFO

### How we work:

- Full-time, 37.5 hours per week (part-time considered for the right candidate).
- 33 days annual leave, including bank holidays.
- Flexitime available from day one.
- Remote and hybrid working is available for this role. The wider team currently works 3 days at our office in Lancaster, and 2 days remote.

Sadly, we're unable to consider freelancers or virtual assistants for this role. Applicants must have the right to work in the UK.

We do not intend to use recruitment agencies for this vacancy and ask that this role not be promoted without our permission.

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## APPLY

To apply for this position, please email [jobs@expconsultancy.com](mailto:jobs@expconsultancy.com) with a copy of your CV and a short cover letter explaining your experience in business development/sales, as well as your interest in joining EXP.

Should you have any questions, or require further information, please do not hesitate to get in touch.

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