

We're looking for a Business Development Lead

Passionate about leadership & making a meaningful impact?

If you said YES, then take a look at this recruitment pack for all the information you need on the role & how to apply.

Business Development Lead:

- ✓ 16 hours per week
- ✓ £30k - £32k pro rata (depending on experience)
- ✓ Working at our Llanishen, Cardiff office
- ✓ Some travel for networking & to client sites required
- ✓ 25 days holiday + bank holidays
- ✓ £250 annual wellbeing budget
- ✓ An opportunity to develop the Be Business Fit brand as well as your own personal brand.

Lead with Strength
Build with Integrity

The Business

Be Business Fit was established in 2020 by Sam Heighway and has been providing HR consultancy and advice to SME clients predominately in the private sector.

Be Business Fit focuses on the following service delivery areas:

**Undertaking complex
grievance &
disciplinary
investigations**

**One-to-one
coaching for
managers and
leaders**

Sam has identified not only an increase in the number of investigations, but that managers and leaders are struggling to tackle issues and nip them in the bud, leading to disengaged teams and situations escalating. One of the ways that Sam believes managers can be supported is through coaching – particularly when managers & leaders are new in role or newly promoted.

To understand what is holding coaching back, Sam launched The Strength Report in 2025, with an impressive 170 leader responses. This provided valuable data into the barriers to coaching and which highlighted the benefit coaching can bring.

Sam's aim is to take this further in 2026 through the launch of another survey, creating an annual event, widening the reach and gathering more data from across the UK and beyond. All with the aim of providing the data needed for businesses to make informed decisions on the value of investing in coaching. The data also provides insight into not only what coaching can bring, but to make it more commonplace for all managers & leaders to access a coach, and dispel the perception that coaching is a luxury for senior leaders.

BUSINESS DEVELOPMENT LEAD:

Job Purpose:

As Business Development Lead, you will be responsible for generating and nurturing new business opportunities through thoughtful outreach, networking and client engagement, while also playing a hands-on role in developing our business development, sales and client onboarding processes. You will play a pivotal role in supporting an experienced HR leader and executive coach who is passionate about values-driven business growth.

This is an exciting opportunity to contribute to a dynamic and expanding company, providing essential business development and administrative support to enable the business to reach its full potential.

Key Responsibilities:

- Generate new business leads and proactively conduct outreach to potential clients, ensuring a consistent pipeline of opportunities.
- Develop and nurture long-term relationships with ideal clients, building trust and credibility over time.
- Identify, plan and execute a range of client engagement initiatives to enhance business visibility and client interaction.
- Introduce & utilise CRM and other business support resources tools.
- Track leads and manage client information
- Research and evaluate suitable networking opportunities, attending relevant events to expand professional networks to maintain a robust sales pipeline.
- Develop and implement efficient procedures for client outreach, client onboarding and account management, ensuring seamless communication and follow-up at every stage.

- Take an active role in shaping the business development, sales and client onboarding strategy.
- Contribute ideas and improvements to enhance our services & client support.
- Provide administrative support, including diary management, travel arrangements, meeting coordination and document preparation.
- Coordinate logistics for workshops, training sessions and events, including venue booking, materials preparation and attendee communications.
- Prepare reports, presentations and other business documents as required.
- Demonstrate strong self-motivation and interest for leadership development.
- Maintain high levels of engagement and enthusiasm in all business development activities.
- Uphold the values and professional standards of the business in all interactions.

PERSON SPECIFICATION

Essential:

- A genuine interest in leadership & management development, business growth and values-led work.
- Business Development knowledge and experience.
- Highly organised, detail-oriented and able to manage multiple priorities.
- Strong written and verbal communication skills, with a professional and approachable manner.
- Demonstrates excellent customer service by actively engaging with client concerns and effectively identifying appropriate solutions.
- Proactive, resourceful; able to work independently and collaboratively. Comfortable using digital tools and platforms (e.g: Microsoft Office, CRM systems, social media).
- Discreet and trustworthy, with a commitment to confidentiality and ethical practice.
- Previous experience of working within a professional environment. Ability to demonstrate understanding of commercial business activities.

Desirable but not essential:

- Experience in HR, leadership development or coaching environment.
- Previous experience working as a leader or manager.

THE RECRUITMENT PROCESS

Essential:

- To apply, please provide a copy of your CV plus either a supporting 1 page document or a 2 minute video on what great leadership means to you.
- Please send your CV and additional information to us at: recruitment@bebusinessfit.co.uk
- The closing date is 23:59 on Sunday 25th January 2026.
- All applicants will be given a response to their application.

The interview:

- Successful candidates will be invited to an in-person interview on **Tuesday 3rd February 2026**.
- The interview will be with Sam Heighway along with a fellow HR Consultant.
- We'll ask questions to learn about your experience, what you'd bring to the role and understand more about why management & leadership is important to you.
- All applicants will be given a response to their application.

If there's anything we can do to make the application & interview process more inclusive & accessible, please share what would work best for you by contacting recruitment@bebusinessfit.co.uk