

JOB DESCRIPTION



Title: Business Development Executive
Full-Time (37.5hrs per week)

Reports to: Client Strategy Manager

Responsible for: N/A

Office location: Agilysis Limited Offices, Banbury

Job Purpose

To support outbound pipeline growth into local authorities, transport organisations, consultancies and enterprise clients by identifying and qualifying opportunities, opening conversations with prospective buyers, and supporting the wider Commercial team in converting those opportunities into sales.

Key Responsibilities

- Identifying and researching prospective clients across local authorities, consultancies, transport organisations and enterprise sectors.
- Running outbound prospecting campaigns across LinkedIn, email and phone, with appropriate research and personalisation for the target audience.
- Qualifying inbound and outbound leads and booking qualified meetings for senior commercial colleagues.
- Maintaining accurate account, contact and pipeline records in the company CRM (HubSpot).
- Tracking opportunities through the pipeline and supporting the Commercial team with reporting, forecasting and pipeline review.
- Working closely with the Client Strategy Manager to agree priority accounts and target segments, align outreach activity with the wider commercial strategy, and review pipeline performance and conversion at regular intervals.
- Working closely with the Marketing Manager to feed insight from prospect conversations back into outbound campaigns.
- Reviewing tender portals for new opportunities relevant to the company's offer and flagging these to senior colleagues.
- Building and maintaining knowledge of the UK transport data and analytics sector to engage credibly with senior buyers.
- Over time, taking ownership of selected accounts and developing them through to commercial outcomes.
- Supporting the Commercial and Marketing teams with event coordination, follow-up calls and client satisfaction surveys where required.
- Maintaining CRM data hygiene and supporting the wider team to ensure pipeline data is accurate and timely.

Scope and Scale

The role operates within the Commercial team, reporting to the Client Strategy Manager. The post-holder will be expected to develop pipeline opportunities across the company's target client segments - primarily UK local authorities, consultancies, transport bodies and enterprise organisations – as well as emerging market opportunities. The post-holder will work closely with the Commercial team and the wider Delivery team.

Performance Expectations

The post-holder will be appraised by the Client Strategy Manager and will be responsible for ensuring regular tasks are undertaken to support our growing infrastructure. They will exhibit a degree of autonomy and be able to work without guidance but in accordance with agreed policies and procedures.

Approval & Review

Signed: 

Date: 19/05/26

Post approved by: Karla Batchelor - CFO

This job description is due for review in: May 2027

Person Profile

Agilysis Limited

A company registered in England

Company registration number: 10548841

VAT registration number: 260 4741 19

Directors: D Campsall, R Owen, B Walton, K Batchelor, T Fosdick

Registered Office: 27 Horse Fair, Banbury, OX16 0AE

Title: Business Development Executive

Business Competencies

Scale 0 - 4	Expected level of competence
Strategy and planning	2
Commercial awareness	3
Service provision (contract management, accounts, etc)	2
Leadership and initiative	2
Changing and improving	2

Education, Training & Qualifications

Scale 0 - 3	Expected level of competence
Educated to GCSE level or equivalent	3
Educated to A-Level or equivalent	2
Relevant University degree	2
Relevant professional qualification or certified training	2

Key Competencies

Scale 0 - 4	Expected level of competence
Collaboration and communication skills	3
Organisational and time management skills	3
Ability to curate and implement procedures and processes	2
Microsoft Office Suite and basic IT literacy	3
Flexible working	2

English language skills, both written and verbal	3
Administration (Contracts, appraisals, Ts & Cs, general paperwork/documentation, etc)	2
Full driving licence and use of a car*	1

*Scale 1 - 3

Management Competencies

Scale 0 - 4	Expected level of competence
People	2
Projects	1
Finance	2
Change	2
Risk	1

Knowledge and Skills

Key Experience and Knowledge	Key Skills
B2B sales / lead generation experience	WordPress
Outbound prospecting	Office 365 (Advanced MS Excel skills a bonus)
Use of a CRM	HubSpot
Sales pipeline management	Microsoft Teams and Planner

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