



Business Development Executive



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Introduction



Too often, conversations around what's good for our economy, and good for our country, focus on large, listed companies. But it's the privately-owned and family run businesses that are the backbone of the UK economy and the lifeblood of our communities.

Not only do family businesses make up 90 per cent of the UK's total private sector firms, but they employ 14 million people and contribute over £200 billion through tax receipts each year alone. They also represent one of the UK's greatest entrepreneurial resources.

They need championing and supporting. They need a vehicle for their voice to be heard, and their contribution to be recognised.

That's where FBUK comes in.

Working with senior government officials and policy makers, we advocate for policies and regulatory frameworks that incentivise family businesses to do what they do best; put people at the heart of business, take a long-term view, invest in local communities, and act as stewards and custodians for future generations. We give family businesses access to industry leaders and experts, and help them connect, learn and share through a rapidly expanding peer-to-peer network.

We are passionate. We are committed. We are ambitious. And we're growing.

If you're a change-maker, and looking to work with Britain's leading business owners, innovators, and entrepreneurs, we'd love to hear from you.

A handwritten signature in black ink, appearing to read "Neil Davy", is positioned above the name and title.

Neil Davy

Chief Executive Officer, Family Business UK

About



Family Business UK (FBUK) is the largest organisation in the UK dedicated solely to supporting, representing, and championing family businesses, their owners, leaders, NextGens, and executives.

Family businesses are the backbone of the UK economy and the bedrock of our communities. For generations, family businesses have put people at the heart of business. FBUK is a growing movement of family businesses that wants to create a more sustainable and prosperous future for generations to come. We advocate for the family business model, supporting family businesses in adopting and adapting best practice and championing and celebrating the sector in the UK.

Our supporters range from some of the largest, oldest, and best known British businesses, as well as first-generation businesses, from across every sector of industry and commerce, and from all corners of the UK. Family businesses are driven by more than just financial gain; they're about creating a lasting legacy for future generations. FBUK offers valuable insights for family business owners looking to grow their enterprises while preserving their unique family heritage.

Our **Purpose** is to help family businesses build Britain for generations to come.

Our **Strategy** is to bring together family businesses with subject matter experts, advisors, academics, regulators, and civil society to:

Advocate for responsible and sustainable family business models, providing a unified and strong voice to influence government policy through:

- proactive engagement with government, policymakers, academics, researchers and regulators on policy reform and responses to government consultations
- collaborative research and thought leadership on issues of material importance to family businesses mapped to the multi-generational life stages of family businesses

Apply thought leadership to support family businesses in capacity building, decision-making, day-to-day management and operations, and family relationships to drive sustainable bottom-line performance by leveraging:

- best practice frameworks, and practical tools and resources tailored
- facilitated networking, peer-to-peer learning, site visits, seminars, workshops, coaching, mentoring, and an online resources centre

Amplify the voice of family businesses, championing and celebrating the sector through:

- campaigns, events, owned, earned and paid media channels, media partnerships
- activities that build awareness and recognition of the role, contribution and impact of family businesses and supports the growth and future success of the sector

Read more about FBUK [here](#).

“Family businesses offer a model of sustainable and responsible business that others can learn from, be part of, work with, or even adopt.”

The Role



We are a small, but rapidly growing, organisation. We are ambitious, moving at pace, and determined to have an impact, at scale. We are necessarily flexible, agile, and open to ideas and initiatives that help us fulfil our purpose of helping build Britain for generations to come.

The Business Development Executive is a key part of our drive to increase FBUK's membership base and impact. Focusing on the recruitment of members, this role plays a critical part in scaling our membership to support more family businesses. Ensuring every potential members who engages with FBUK has a positive experience, whether they ultimately join or not.

The Business Development Executive will take ownership of the entire sales cycle—from lead generation and initial outreach to closing deals and ensuring a smooth onboarding experience for new members. You will play a key role in strengthening FBUK's presence within the business community by understanding the needs of prospective members, addressing their questions, and positioning FBUK as an essential partner for their success.

Actioning consistent and efficient workflows and acting as a key stakeholder in digital transformation projects, this role will include the rollout of a new CRM and tech stack, ensuring data integrity and compliance and driving process improvements to support organizational growth.





Main Activities & Responsibilities

Proactive Membership Recruitment

- Targeted outreach via calls, personalised emails, LinkedIn, and other channels.
- Research sectors, family businesses, and networks to build a high-quality prospect pipeline.
- Identify key decision makers using public data and industry sources.
- Support refinement of prospect lists, messaging, and outreach strategy.

Sales Process Management

- Manage the full sales cycle from first contact to closing.
- Run discovery conversations to understand needs and position FBUK's value.
- Book and prepare meetings/demos for the Business Development Manager.
- Communicate pricing, membership options, and onboarding steps.
- Coordinate smooth handover to Membership and Programmes for onboarding.

Communication & Relationship Building

- Tailor FBUK membership benefits to business size, sector, and generation.
- Build rapport through active listening and understanding business context.
- Maintain consistent follow-up and engagement throughout the sales cycle.

- Represent FBUK professionally in virtual and in-person meetings.

Data Management & Reporting

- Maintain accurate CRM records across outreach, pipeline stages, and proposals.
- Track lead status and conversion metrics with CRM reporting.
- Provide regular updates and insight on lead quality and sector trends.
- Ensure data accuracy and hygiene by reviewing and updating records.

Collaboration & Internal Alignment

- Work with Marketing to align outreach with campaigns and share insights.
- Coordinate with Events and Programmes to invite prospects to relevant activities.
- Share prospect feedback to shape content, policy, and programming.
- Support the Business Development Manager with reporting and planning.



FAMILY
BUSINESS
UK

Person Specification

Skills & Competencies

- Ability to build and maintain strong, trust-based relationships with Members, prospects, Partners, and stakeholders.
- Professional, empathetic approach to resolving Member issues and delivering strong service.
- Strong organisational skills to manage scalable membership processes.
- High attention to detail in maintaining accurate, compliant CRM data.
- Ability to streamline and improve business development processes.
- Excellent written and verbal communication for enquiries, reports, and presentations.
- Confident representing Family Business UK at events and external meetings.
- Proficient with CRM systems, analytics tools, and membership databases.
- Solid understanding of GDPR and embedding data protection compliance.
- Comfortable supporting tech projects, including CRM migration and integration.
- Able to attend events and provide logistical support.
- Effective at engaging prospects at events and spotting opportunities.
- Collaborative across teams including Marketing, Membership, Events, and Finance.
- Experience supporting cross functional and digital transformation projects.
- Proactive, solutions focused approach to challenges.
- Able to work independently, prioritise, and adapt in a fast-paced environment.

Qualifications & Experience

- Proven experience in membership engagement, retention, or a similar role.
- Familiarity with family businesses or trade associations is desirable.
- Strong understanding of business development and stakeholder engagement.
- Proficiency in CRM systems and data management.

Personal Attributes

We ensure that every individual is supported not just in what they deliver, but how they deliver it. Ensuring that performance and personal growth link directly to our collective purpose, culture and strategic direction.

PURPOSE – remembering why we're here

PEOPLE – relating to others respectfully, openly, and with humility

PROFITABILITY - we're 'not-for-profit', but we're not 'for loss'

PROGRESS – working in a spirit of continuous improvement and constructive challenge

PRIDE – in everything we do and deliver

PRIORITIZATION – focussing our energy and resources where we can maximise our impact

PROACTIVITY – thinking ahead, horizon scanning, and opportunity spotting

PRODUCTIVITY – collaborating and working as an integrated and efficient team

PACE - being a movement with momentum

PROFESSIONALISM – taking ownership and responsibility for our work, at all times.

Terms of Appointment

Place of work: We have a flexible working model, with a mix of days 1-2 team days per week in central London, remote working, and from time-to-time other locations as required.

Working hours: This is a full-time role. Our working hours are 9am – 5.30pm Monday – Friday.

Remuneration and benefits: In addition to a competitive base salary and performance-related bonus, we offer pension and associated benefits.

Holidays: 25 days per year (excluding public holidays), with

the addition of time off between Christmas and New Year.

Due diligence

Due diligence will be carried out as part of the application process, which may include searches carried out via internet search engines and any public social media accounts.





How to Apply



To apply — or to request the full job description — please email: careers@familybusinessuk.org

Please include your CV and a short covering letter outlining your interest in the role and relevant experience.

We review applications on an ongoing basis and encourage early submissions.

