

# New Business and Partnerships Manager

Reporting to: Chief Commercial Officer

## Who we are

Allegra Group is an inspired family of companies committed to making a positive difference in the world. We are looking for talented individuals who are passionate about what they do.

## The impact you'll have

The New Business and Partnerships Manager will be responsible for developing and implementing World Coffee Portal's (WCP) strategy to expand the reach and awareness of WCP's commercial partnerships, to identify opportunities to extend the reach of our product offering and develop new business and income streams. You will help WCP clients with business insights, as well as their media, advertorial, and networking needs for our range of products and services.

## What you'll do

You will be responsible for...

- Researching new companies to target within the coffee and hospitality sector, as well as the coffee industry supply chain
- Approaching new business to inform them of the World Coffee Portal product offers for the coffee shop sector (business insight, media, and advertising)
- Responding to incoming enquiries from website brochure downloads and subscriber lists
- High level detail to admin and tracking sales lists for the Chief Commercial Officer's review
- Identify and source partnership opportunities through inbound lead follow-up and outbound cold calls, emails and client visits
- Developing and executing strategic sales plans for each major opportunity
- Maintaining awareness of market and industry trends
- Deliver a great experience to our partners when working with our organisation - you will represent our brand and be our partners' liaison internally

## What you'll bring

### Essential:

- Three or more years of sales experience
- A proven track record of building relationships and winning new business - ideally with multi-product offerings
- Outstanding communication and interpersonal skills, as well as networking aptitude
- Excellent organisational and time management skills
- Strategic thinker
- Great multitasking skills and attention to detail

### Desirable:

- Interest and experience in the coffee industry and hospitality sector is distinctly advantageous

To apply, send your CV and covering letter to [careers@allegra.co.uk](mailto:careers@allegra.co.uk)