



## Job Description

### 1. Post

Post:	Business Development Manager		
Contract:	Permanent		
Hours:	Part-Time, 3 days week		
Salary:	Basic £50,000 pro rata per annum, plus commission if targets exceeded	Dates:	From: 14/07/2025
Benefits:	Access to company pension scheme. 30 days paid holiday pro rata per annum including public holidays, plus days falling between Christmas and New Year's Day. Hybrid working.		

### About the Role

Established in 2014, BOM is an immersive arts organisation creating award winning immersive experiences and inclusive skills training.

BOM's Immersive Studio is a production hub for creating cutting-edge XR (AR/VR/MR) content and interactive experiences. We collaborate with artists, technologists, and communities to produce impactful work across sectors including arts & culture, education, healthcare, heritage, games, and manufacturing. Our studio offers end-to-end immersive development services, from creative concepting to technical delivery, with a strong emphasis on inclusion, accessibility, and innovation.

The Business Development Manager is a new role that will drive commercial growth and strategic partnerships for BOM's Immersive Studio. We're looking for an experienced sales person with a passion for building relationships and securing new partnerships.

You'll be focused on identifying and securing new revenue opportunities across the immersive sector, as well as in key sectors such as arts & culture, education, games development, and manufacturing & engineering.

You will be responsible for developing a robust sales pipeline, leading partnership building and managing income reporting processes.

For more information about BOM and our Immersive Studio Services please visit

[www.bom.org.uk](http://www.bom.org.uk)

## 2. Supervisory responsibilities/position in structure

Responsible to:	Reports to the CEO.
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## 3. Duties & Responsibilities

Main responsibilities include:

- Proactively develop a sales pipeline of prospects through desk-based research, networking events, trade shows, and existing contacts.

- Collaborate with the Marketing team to ensure messaging speaks to target customers and develop campaigns, events, trade shows, thought leadership opportunities, and case studies for lead generation.
- Develop and maintain accurate records of pipeline opportunities, including risks, and provide regular pipeline forecasting using BOM's systems.
- Identify, develop, and sustain partnerships with key intermediaries such as the Chamber of Commerce and sector-specific channels relevant to BOM's strategic sectors.
- Develop and maintain accurate records of pipeline opportunities and income and provide regular pipeline forecasting using BOM's systems.
- Take full ownership of your pipeline and proactively share progress, challenges, and wins with the CEO, CTO and Board, tracking and reporting on sales metrics while managing your pipeline effectively
- Being actively present at industry events to promote studio services through networking and promotion
- Handling the full sales cycle from prospecting to closing deals
- Work closely with the CTO and XR Developer to obtain accurate quotes, timelines and specifications for clients
- Attend key client meetings including kick off, mid point review and handover to to ensure a strong connection between what we promise and what we deliver
- Seek feedback from clients, sharing this with the team for continuous improvement, and capturing testimonials to promote customer satisfaction
- Actively build internal relationships to identify new prospects through staff knowledge, and utilise the team's networks and external opportunities to actively promote studio services
- Taking ownership for consistently achieving business development targets, and continually striving to exceed targets
- Keeping ahead of industry trends and market dynamics

4. Requirements to carry out job

Essential or desirable indicated against each requirement	E	D
Person Specification		
Proven experience in business development, sales, or partnership management	E	
Experience in the creative, tech, or cultural industries	E	
Understanding of immersive technologies (AR/VR/XR, virtual production) and their applications		D
Experience developing and managing sales pipelines	E	
Strong proposal writing and commercial negotiation skills	E	
Experience building partnerships with external stakeholders (e.g. cultural institutions, education providers, businesses)	E	
Ability to work proactively and independently, managing competing priorities	E	
Experience using CRM tools or sales tracking systems		D
Strong written & verbal communication skills	E	
Ability to think creatively	E	
Ability to solve problems and work under own initiative	E	
Commitment to BOM's mission and values around creativity, inclusion and innovation	E	
Commitment to inspire others about the work of BOM	E	

Deadline for Applications: 12pm, Friday 4th July 2025

Interviews: Thursday 10th July 2025

Application: Please send a cover letter of no more than 2 pages detailing your experience in meeting the requirements of the role, together with your current CV, to [info@bom.org.uk](mailto:info@bom.org.uk) by Friday 30th June 2025, deadline 12pm.