



# Director of Growth and ESG

**Closes:** 25<sup>th</sup> May 2025



## About the company

Beyond Business Travel is changing the world of business travel. We are a dynamic, innovative, and fast-growing travel management company based in Belfast & Dublin with expansion onto the UK Mainland in 2025. As part of our acquisition by The Human Network in late 2024, we have big growth plans which means that we need to strengthen our team with new colleagues.

## Role Profile

Directly reporting to the CEO of the travel division of The Human Network, we are seeking an exceptional Director of Growth and ESG to lead our sales strategy across the UK mainland, Northern Ireland and the Republic of Ireland. The ideal candidate will be a strategic sales leader with a proven track record of building robust sales pipelines, winning competitive bids, and ensuring our product offerings meeting critical customer needs.

## Key responsibilities

### Sales Strategy and Pipeline Development

- Develop and implement a comprehensive sales strategy to maximize revenue and market penetration across the UK and Ireland
- Build and manage a high-performing sales team focused on identifying, pursuing, and converting commercial opportunities
- Establish and maintain a robust sales pipeline with clear progression metrics and conversion rates
- Conduct regular pipeline reviews and forecast sales performance with precision and accountability, product relevance and customers alignment
- Serve as the critical link between customer needs and product capabilities
- Collaborate closely with operations, product, finance and operations teams to ensure solutions are market-relevant and customer-ready
- Provide strategic feedback on product and proposition positioning based on direct market and customer insights
- Identify and communicate customer requirements to inform product development and refinement
- Ensure BBT sales propositions accurately reflect current market demands and customer expectations
- Business Development and Proposal Management
- Lead the end-to-end process of responding to commercial proposals and Request for Proposals (RFPs)
- Craft compelling, tailored customer solutions that demonstrate deep understanding of client needs
- Oversee the preparation of high-quality, persuasive proposal documents that clearly articulate value proposition
- Develop and maintain strong relationships with key stakeholders, decision-makers, and potential clients

### Market Expansion and Growth

- Drive strategic growth initiatives in the UK mainland market from scratch
- Support growth in Northern Ireland and the Republic of Ireland
- Develop measured approaches for potential international market engagement with direct partners or through industry consortia
- Identify new market segments for growth
- Conduct thorough market research to inform sales strategies

### Team Leadership and Performance Management

- Recruit, train, and develop a world-class sales team with a culture of excellence
- Set clear sales targets and performance expectations

- Provide coaching, mentorship, and professional development opportunities
- Utilise CRM to track and incentivise team achievements

### **Client Engagement and Relationship Management**

- Personally engage with strategic accounts and high-value prospects
- Ensure exceptional customer experience throughout the sales process
- Build and maintain long-term, strategic client relationships
- Represent the company at industry conferences and networking events

### **Reporting and Commercial Performance**

- Prepare comprehensive sales reports and analytics for the CEO, MD and wider The Human Network Board and Beyond Business Travel
- Monitor and analyse sales performance metrics, market trends, and competitive landscape
- Develop and manage the sales budget and resources efficiently
- Contribute to the company's strategic planning and business development initiatives

### **ESG**

- Lead the development and execution of a comprehensive ESG (Environmental, Social, and Governance) strategy that aligns with the company's growth objectives while positioning us as an industry leader in sustainable travel management
- Drive strategic growth initiatives through innovating sustainability-focused service offerings that appeal to environmentally conscious corporate clients seeking to reduce their travel carbon footprint
- Build and maintain relationships with key stakeholders including clients, industry partners, and certification bodies to enhance the company's reputation and create new business opportunities in the sustainable travel management space

### **Required Qualifications**

- Minimum 5 years of progressive sales leadership experience
- Proven track record of successfully growing and managing sales teams
- Extensive experience in responding to and winning competitive RFPs and proposals
- Strong understanding of B2B sales strategies and market dynamics
- Exceptional communication and presentation skills
- Proven ability to build and maintain strategic client relationships
- Advanced negotiation and closing skills
- Proficiency in CRM systems and sales performance tracking tools. Beyond Business Travel are in the process of migrating to Group's preferred CRM; Salesforce

### **Desired Skills**

- Experience in UK and Irish markets, with an understanding of the global market desired
- Strategic market insight and customer proposition development
- Ability to translate customer feedback into actionable business strategies
- Strong analytical skills with a commercial mindset
- Adaptability in fast-changing market environments
- Though leadership and proven delivery of ESG strategies and customer solutions

### **Compensation and Benefits**

- Competitive base salary
- Comprehensive benefits package
- Professional development opportunities
- Bonus on growth
- Member of a new and growing senior leadership team

Join our dynamic team and make a significant contribution to our success. To apply, please submit your CV to [steve.banks@identityglobal.com](mailto:steve.banks@identityglobal.com)