

Business Development Manager- Foodservice

About the Job

As a Business Development Manager, you'll be the face of Radnor, working closely with customers to grow our presence in the Midlands and North of England. This role is about much more than sales—it's about building meaningful partnerships, championing our values, and driving innovation.

Key responsibilities include:

- Developing relationships with key foodservice, contract caterer, and authority accounts to drive volume and revenue growth
- Identify and pursue new business opportunities, building a robust pipeline of prospects.
- Creating tailored solutions and joint business plans that ensure mutual success for Radnor and its customers.
- Presenting compelling ideas and insights that showcase Radnor as an innovative, must-work-with partner.
- Undertaking market visits to gain first-hand knowledge and keep ahead of trends.
- Maintain an up-to-date CRM system
- Collaborating with marketing to execute impactful customer sampling, tastings, and trade events.
- Collaborate with the wider Radnor team to execute business plans effectively.

About You

We're looking for someone with the drive, passion, and personality to thrive in this role. Sales experience is welcome but not essential—we value attitude and potential just as much as expertise.

Here's what you'll need to succeed:

- A passion for building relationships and solving problems.
- Strong numerical and analytical skills, with the ability to think strategically.
- Excellent interpersonal and communication skills, with the confidence to present ideas persuasively.
- A proactive and resilient mindset, with the drive to achieve result

If you're excited about working with a purpose-driven company and think you have what it takes to make an impact, we'd love to hear from you!

About Radnor

At Radnor, we're passionate about creating exceptional soft drinks that delight our customers while caring for the planet. As one of the UK's leading soft drinks manufacturers, we produce over 450 million drinks annually from our stunning, eco-friendly site in the heart of Powys, Wales.

Environmental sustainability is central to everything we do. From our zero-to-landfill site to our 100% recyclable bottles made with 30% recycled plastic, we're proud to minimise our impact while supporting a circular economy. For over 30 years, we've blended our family values with innovative production techniques to craft award-winning drinks loved nationwide.

We're looking for a driven and personable **Business Development Manager** to join our dynamic team and help shape Radnor's continued success.

What's in it for You?

At Radnor, we're committed to supporting and rewarding our team members. Here's what we offer:

- **Competitive Salary:** Reflecting your experience and the value you bring to the role.
- **Career Progression:** Clear personal development plans and opportunities for growth within a supportive and dynamic environment.
- **Purpose-Driven Work:** Be part of a company committed to sustainability and making a positive impact.
- **Collaborative Culture:** Join a team where your ideas and contributions truly matter.

Additional Details

- **Hours:** Full-time, 40 hours per week, Monday to Friday, with flexibility for events and travel.
- **Location:** Hybrid role, combining fieldwork in the Midlands and North of England with approximately 3-4 days per month at our head office in Knighton, Powys.
- **A full UK driving licence** and flexibility for travel and occasional overnight stays.
- **Company Car Allowance**

If you have what it takes to join our team, we'd love to hear from you!

The Business Development role is a key part of our wider success story; you'll be customer-obsessed, championing our brands and supporting our customers at every turn. Your role involves driving sales by targeting key stockists and crafting collaborative joint business plans that ensure mutual success for us and our customers.

In your targeted accounts, you will build a strong understanding of their businesses and relationships with key stakeholders to cement further that Radnor is a must-work with supplier.

In this role, you will uphold the standards our customers expect while retaining our family-run approach. Our six core values are people, products, environment, innovation, customers and the community and they guide our collective mission when bringing our brands to life.

In our fast-paced and ever-growing sales team your career development is as swift as you make it. Clear personal development plans, crafted by supportive managers, ensure your success aligns with ours.