



## **WHO WE ARE**

Alba Trees, founded in 1988, is a tree nursery based in Gladsmuir, East Lothian with over 100 employees. We have three nursery sites covering a total of 25 hectares, producing over 30 million trees a year. The majority of trees sold are used to establish native woodlands and productive forests throughout the UK using a cell-grown system to ensure superior establishment.

The UK has plans to significantly increase tree planting over the next 20 years to help meet climate change obligations and to allow the UK to become self-sufficient in timber. Alba has been expanding production and investing in the business to help meet that future demand.

Alba was recently acquired by Cibus, a leading global Agrifood-Tech fund investing in sustainable agriculture and food production across the globe and most recently into the forestry sector. Their core mission is to improve output whilst reducing the impact on the planet by means of innovative new technology. This development will allow for increased investment in and swifter development of Alba's business.

**For more information about us, and what we do, look at our website here:**

[www.albatrees.co.uk](http://www.albatrees.co.uk)

## THE ROLE

### **Alba Trees – BUSINESS DEVELOPMENT MANAGER**

**Job Title:** Alba Trees Business Development Manager.

**Salary:** £40-50k dependent on experience, plus commission/ bonus, car allowance.

**Company Overview:** Alba Trees are the largest cell-grown forestry tree wholesale producer in the UK, renowned for providing premium-quality trees to various sectors, including commercial forestry, amenity and landscape, farms and estates, and private landowners. Our commitment to sustainability, innovation, and customer satisfaction has earned us a leading position in the market. As we continue to expand our operations and penetrate new markets, we are seeking a dynamic and experienced Business Development Manager to join our sales team and drive growth in our target sectors.

**Role Overview:** As the Business Development Manager, you will play a pivotal role in increasing sales and market share within the amenity and landscape sectors, farms and estate sector, and among private landowners in the UK. You will be responsible for identifying and nurturing business opportunities, building strong relationships with existing and potential clients, and developing effective strategies to expand our presence in the market. The ideal candidate will have a proven track record in B2B sales within the forestry, agriculture, or horticulture industries, possess exceptional communication and negotiation skills, and demonstrate a passion for sustainable forestry practices.

#### **Responsibilities:**

##### **1. Market Research and Strategy Development:**

- Conduct thorough market research to identify potential customers, market trends, and opportunities for growth within the amenity and landscape, farms and estate sectors, and among private landowners.
- Develop and implement comprehensive sales strategies and action plans to achieve revenue and market share targets.

##### **2. Client Relationship Management:**

- Build and maintain strong relationships with existing clients to ensure their satisfaction and encourage repeat business.
- Prospect and engage with new clients through various channels, including networking events, industry conferences, and cold calling.

##### **3. Sales and Business Growth:**

- Generate leads, qualify prospects, and convert them into loyal customers.
- Meet and exceed sales targets by consistently identifying and capitalising on new business opportunities.
- Collaborate with the marketing team to create targeted campaigns and promotional materials.

**1. Product Knowledge and Consultation:**

- Possess/develop a deep understanding of our product offerings, tree species, and their benefits to provide valuable advice and consultation to clients.
- Tailor product recommendations to suit specific client requirements and preferences.

**2. Market Intelligence and Competitor Analysis:**

- Keep abreast of industry developments, competitor activities, and changing customer needs to adapt sales strategies accordingly.
- Analyse competitor offerings and pricing to ensure our products remain competitive in the market.

**3. Collaboration and Reporting:**

- Collaborate with internal teams, including production, logistics, and customer support, to ensure smooth order processing and delivery.
- Provide regular reports on sales performance, market trends, and progress against targets to senior management.

**Requirements:**

- Proven track record in B2B sales, ideally within the forestry, agriculture, or horticulture industries.
- Strong understanding of the amenity and landscape, farms and estate sectors, and the needs of landowners.
- Excellent communication, negotiation, and interpersonal skills.
- A results-driven mindset with a focus on achieving and exceeding sales targets.
- Passion for sustainable growing practices and environmental conservation.
- Ability to work independently and as part of a team, with strong problem-solving skills.
- Willingness to travel as needed to meet with clients and attend industry events.

**What we offer:**

- Competitive salary
- Commission / bonus
- Employee pension contribution
- Car allowance
- Career progression
- 30 days annual leave (inclusive of public & statutory holidays)
- Life assurance

**Join our dynamic team and contribute to the growth of our renowned forestry tree wholesale business. If you are a motivated, goal-oriented, and customer-focused professional with a keen interest in the forestry industry, we invite you to apply and help shape the future of sustainable tree production in the UK.**

To apply for this exciting opportunity and join our dynamic team, please submit your CV and a cover letter detailing your qualifications and experiences to Margaret Allan at [ma@albatrees.co.uk](mailto:ma@albatrees.co.uk), by the 10th November 2023.