# FIRST TABLE LIMITED

# JOB DESCRIPTION

## JOB TITLE

Business Development Management - 2025

## PURPOSE

This role is responsible for driving business development within a designated region or other target territories as assigned*. You will be accountable for implementing a regional sales strategy that aligns with First Table's overall objectives, while building and nurturing long-term relationships with restaurants in your territory. Success in this role requires maintaining a strong understanding of local market trends and competitor activity to identify and act on new growth opportunities. You'll also contribute to user acquisition and retention efforts, and work collaboratively with cross-functional teams to ensure the platform's success in your region.

> The specific region/territory assigned will be discussed during the recruitment process and may evolve, with consultation, depending on business needs.

## SPECIFIC DUTIES & RESPONSIBILITIES

• Sign up new restaurants to the First Table platform within your assigned region. • Identify all new restaurant acquisition targets and ensure inclusion into the CRM system. • Establish, develop, and maintain relationships with key decision makers and influencers at all levels within the potential customer base.
• Research sources for developing prospective customers and for information to determine their potential sales value and profitability.
• Maintain an up-to-date CRM with all targeted potential business.
• Win targeted new business in line with agreed channel-specific objectives.
• Plan and execute a call cycle to ensure the maintenance of the required new business pipeline. • Effectively and promptly log plans, completed calls, and activities in the CRM system. • Attend and participate in trade shows and industry events relevant to your region, as required. • Work closely and in collaboration as a team with the Country Sales Manager, Chief Commercial Officer and the wider First Table team.
• Respond to and close warm incoming enquiries.

## GENERAL DUTIES & RESPONSIBILITIES

> Be punctual and work the hours and times specified.
> Prioritise workload to ensure work of the greatest importance to the business is undertaken with urgency and to a high standard.
> Support and help develop a positive workplace culture.
> Demonstrate excellent interpersonal communication skills.
> Responsibly manage all business resources within accountability levels.
> Undertake all duties and responsibilities outlined in this job description and all other duties as required by the business.
> Comply with all employment obligations.
> Promptly undertake to complete all reasonable and lawful instructions and directions given.
> Serve the business in good faith, promoting and protecting the business's best interests.
> During work time, and such other times as may be reasonably required, dedicate all effort to the execution and fulfillment of the duties, responsibilities, obligations, and instructions related

to employment.
Demonstrate through own actions a commitment to Health and Safety at work when undertaking work or observing others in the workplace.

# SKILLS, EXPERIENCE & EDUCATION

Skills & Attributes

• Strong communication and interpersonal skills with the ability to build trust and rapport quickly. • Self-starter with excellent time management and territory planning abilities.
• Proven sales and negotiation skills.
• Commercially minded, with the ability to identify and act on growth opportunities. • High level of initiative and resilience in a fast-paced, remote-friendly environment. • Tech-savvy and confident using digital tools including CRMs, video conferencing, and sales platforms.

Experience

• Experience in business development, sales, or account management roles—preferably in the hospitality, food tech, or SaaS industries.
• Demonstrated track record of meeting or exceeding targets.
• Experience working independently within a defined geographic territory or remote team setting.

Education

• Tertiary qualification in Business, Marketing, Hospitality, or a related field is preferred but not essential.