



**BRANCH BUSINESS DEVELOPMENT MANAGER**  
**Job Description**

**Title:** Branch Business Development Manager

**Location:** Shrewsbury / Ormskirk / Hybrid

**Branch Location:** To Be Confirmed

**Company:** Online Home Services Limited part of the Itz Home Group

**About Itz Home:**

Itzhome is a dynamic and innovative company focused on delivering exceptional home services. Our people have a common goal and shared beliefs. It is the Itz mindset that we embrace in our pursuit of excellence.

- ITz stands for – In The Zone – defined as – “a mental state of focused concentration on the performance of an activity”.

Everyone at Itzhome works to this mindset. A mindset of a champion with ambition is what drives us to achieve our mission. Our team strive for delivering quality services to homeowners with love and care. Nurturing a culture within Itzhome that emphasises doing the right thing, period, for the whole Itzhome community.

If that sounds like you and you are excited to see our project make a difference in the real world, [we want to hear from you.](#)

We believe the diversity of our people is our strength and vital in helping us to embrace new perspectives, inspire, innovate and ultimately gain valuable insights that drive our success. As we continue to grow, we are looking for a motivated and results-driven Branch Business Development Manager to join our team.

**What To Expect:**

Itzhome is a fast-growing start-up that is built on the back of a near 45-year business model that has been operated by Poppies Cleaning Services. Further details about Poppies can be found at [www.poppies.co.uk](http://www.poppies.co.uk)



As a start-up, we operate in a dynamic and ever-evolving environment where innovation and adaptability are essential.

Our team is passionate, resourceful, and driven to make an impact. As the digital world continues to connect local communities, the team at Poppies have decided to take the Poppies values online, to help homeowners access the very best domestic professionals. Itzhome was born.

Working at Itzhome means you'll thrive in a fast-paced setting where change is constant, and opportunities for growth are abundant.

We embrace flexibility, encourage creative solutions, and empower our team members to take ownership of their roles. As part of our team, you'll play an integral role in shaping the company's future and have the chance to grow alongside us as we expand our footprint in the industry. If you're excited by challenges, motivated by growth opportunities, and eager to make a difference, Itzhome is the place for you.

### **Job Summary:**

The Branch Business Development Manager will be responsible for driving growth, expanding market presence, and identifying new business opportunities for Itzhome in a local branch. This role requires a strategic thinker with strong networking skills and a deep understanding of the home service market. The ideal candidate will have a passion for sales, the ability to build strong client relationships, and a proven track record of achieving sales targets.

### **Key Responsibilities:**

- Market Analysis and Strategy Development:
  - Conduct market research to identify trends, opportunities, and competitive landscape in the home improvement sector.
  - Develop and implement business development strategies to drive growth and meet sales targets.
  
- Client Acquisition and Relationship Management:
  - Identify, approach, and develop relationships with potential clients, including partners, contractors, designers, and other stakeholders in the home services industry.



- Maintain and nurture existing relationships to ensure repeat business and customer satisfaction.
- Sales Planning and Target Achievement:
  - Create, execute, and monitor sales plans to achieve company revenue and growth objectives.
  - Set and meet monthly, quarterly, and annual sales targets, while managing budget and resources effectively.
- Brand Awareness and Partnership Development:
  - Increase brand presence in the local branch by identifying and building strategic partnerships with relevant businesses and influencers in the industry.
  - Collaborate with the marketing team to develop promotional strategies that support business growth.
- Product and Service Knowledge:
  - Maintain in-depth knowledge of Itzhome's product and service offerings, and effectively communicate benefits and value propositions to potential clients and partners.
- Data Analysis and Reporting:
  - Track and analyze performance metrics to understand success drivers, identify areas for improvement, and report on key insights to senior management.
  - Adjust business development strategies based on data and insights.
- Team Recruitment and Management:
  - Responsible for identifying, vetting, and onboarding contractors, and other service providers to expand our network of trusted professionals. This will include:
    - *Sourcing and Onboarding*: Identifying high-quality home service professionals in your region, assessing their skills and experience, and guiding them through our onboarding process.
    - *Relationship Management*: Establishing and maintaining strong relationships with our network of professionals, ensuring they align with Itzhome's standards for quality and reliability.



- *Market Analysis:* Staying informed about industry trends and competitor offerings to identify the most sought-after skills and services, allowing Itzhome to meet customer demand effectively.

### **Work Environment:**

At Itzhome, we understand the importance of flexibility and work-life balance. Our Branch Business Development Manager role offers a hybrid work model, allowing you to split your time between our office and remote work.

This structure provides the best of both worlds—enabling you to collaborate in-person with your team and engage with clients, while also offering the flexibility and autonomy of remote work. Our goal is to create a work environment that supports productivity, creativity, and balance, whether you're strategizing from the office or closing deals from home.

### **Qualifications and Essential Skills:**

- Bachelor's degree in Business Development, Marketing, or a related field.
- 3 years + experience preferably in the home services sector or sales sector
- Proven track record of meeting or exceeding sales targets.
- Strong negotiation, presentation, and interpersonal skills.
- Ability to work independently and as part of a team in a fast-paced and ever changing environment that comes with a Start Up company
- Proficiency in CRM software and Microsoft Office Suite.
- Exceptional analytical, problem-solving, and decision-making skills.
- Ability to travel as needed.

### **Preferred Skills:**

- Experience in the home service sector.
- Familiarity with digital marketing
- Strong network of industry contacts.
- Experience in the franchise sector
- Self starter



### **Benefits:**

- Competitive salary
- Opportunities for professional development and career growth.
- Collaborative and supportive work environment.
- Opportunities to progress quickly

### **Bonus and Incentives:**

As a Branch Business Development Manager at Itzhome, you will have the opportunity to earn performance-based bonuses directly tied to your success in expanding the business at branch and local territory level.

In addition to a competitive salary and standard bonuses, you will be eligible for Equity Shares in the branch territory.

This equity opportunity is designed to reward individuals who contribute significantly to the growth and success of the assigned region.

The share allocation will be based on revenue growth, client acquisition rates, and sustained performance metrics. This unique incentive allows you to directly benefit from the long-term success of the branch. This bonus structure is crafted to encourage exceptional commitment, with the potential for substantial rewards as Itzhome continues to grow.

### **To Apply:**

Please submit your CV and cover letter via email to:  
[simon@itzhomegroup.com](mailto:simon@itzhomegroup.com)

When sending the email please add the subject line:  
*"Branch Business Development Manager Application - [Your Name]."*

We look forward to learning how you can contribute to the success of Itzhome