ANAGRAM

BUSINESS DEVELOPMENT MANAGER
JOB DESCRIPTION

Dates	Fixed Term: April 2023 - March 2025
Fee	3 days a week, £33,300 per annum (£55k FTE)
Pension	3% employee pension contribution
Annual Leave	20 days paid holiday (pro-rata) and paid bank holidays. The studio is closed between Christmas and New Years day, this is additional paid leave.
Location	Mix of remote working + some days working at the London studio at 96 Teesdale Street, Bethnal Green, London, E2 6PU
Reports to	CEO

Summary
ANAGRAM is an award-winning creative studio specialising in thought-provoking interactive storytelling and immersive experience design.

The Role
We are seeking a Business Development Manager to work part-time with us from April onwards to repackage our existing VR experience *Goliath* and take it into the healthcare sector as an education tool.

As part of this, they will oversee and implement a project to create a demonstrator, currently funded by Innovate UK and Ufi VocTech, and will develop a robust business case for this product. They will investigate new opportunities and generate materials to communicate with potential investors as well as the internal senior management and project management team.

The role will involve working with our partners at UWE School of Health and Social Wellbeing, Islington College and Oxford Health NHS Foundation Trust to scope the client needs and cost benefit analysis. Following a three month period of scoping, we will enter a phase of technical development and testing to build the product with a launch planned for 2025.

Alongside the launch of a new product, the Business Development Manager will also lead on an interim sales plan for our existing product in the healthcare sector to maximise it's sales potential and network growth.

Key Responsibilities
The Business Development Manager will be responsible for:

1. Business Development
  1.1. Leading the project, ensuring business development goals are met and that the project is completed within budget and schedule
  1.2. Creating and refining the business model through in-depth conversation with industry stakeholders

1.3.   Leading on developing and implementing the investment strategy

1.4.   Bringing on key advisors to support the project

2. Project Management

2.1.   Implementing project plans including market research, business development, product development testing and research studies, working closely with the Product Manager and Studio Producer

2.2.   Evaluating decisions around structure and components of the product package bearing in mind logistics and management overhead for the sales team.

3. Research

3.1.   Liaising with industry partners to define research process, outcomes and schedule

3.2.   Supporting researchers with ethical approval for studies, as required

4. Sales

4.1.   Working with the CEO to create and implement an *interim* sales plan with the existing product

4.2.   Researching the existing market to inform the product sales plan

4.3.   Forecasting sales numbers and income streams to integrate into plan

4.4.   Creating sales plan for *future* product to be launched following Demonstrator

4.5.   Leading the operational delivery of new product for market

4.6.   Leading contract negotiations and IP negotiations with partners, in consultation with Executive Producer

5. Reporting

5.1.   Setting up reporting templates and initiate reporting to Innovate

5.2.   Ensuring the product complies with all internal data needs ie DTAC or similar in higher education settings

5.3.   Managing the production and implementation of relevant policies

5.4.   Supporting the research and development into product package business model + interim cost plan

The Business Development Manager will report to Anagram's CEO and will work closely with Healthcare Advisors, and Anagram's internal team - including the Executive Producer, Finance Manager, Project Manager and Studio Producer - to develop the work.

Essential skills required:

- Demonstrable track record in developing and implementing new business strategies with tangible financial results
- Strong commercial product development experience
- Successful track record in securing new business from different funding sources and meeting agreed sales + investor targets
- First class relationship-building and influencing skills and will thrive on working with senior level individuals externally and internally.
- Excellent interpersonal skills and the ability to build strong relationships with internal and external stakeholders.
- Outstanding project management skills with a compelling and persuasive presentation style.

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- Ability to think creatively and commercially; strategically seek out opportunities and make compelling arguments for support.
- Ability to work under pressure and to deadline.
- Demonstrable experience of reporting on complex projects
- Strong personal management skills - highly motivated, and proactive in planning, prioritising, and managing own work.

Desirable skills required:
- Experience in leading an Innovate UK bid
- Knowledge of the healthcare sector

Inclusivity

ANAGRAM seeks to make work that is socially relevant; we ask questions and offer fresh perspectives on the ambiguities and implicit power structures that permeate our contemporary world. We believe that a diverse and inclusive approach to building our teams is absolutely essential to the task of making this work.

How to Apply

To apply, please send us a **cover letter** (including two references) and a copy of your **CV.**

Send your application to hello@weareanagram.co.uk

Deadline for applications: Wednesday 19th April 2023, midday
Interviews: Monday 24th April 2023
Start date: asap

About Anagram

ANAGRAM is an award-winning creative studio specialising in thought-provoking interactive storytelling and immersive experience design, founded by May Abdalla and Amy Rose. From meticulously designed theatrical sets to ancient buildings to just anywhere outside in the wild - each piece gets you entangled with a place. With a background in documentary film, animation and interactive game design, the studio specialises in exploiting the most recent advances in immersive technologies - including VR, AR and other XR tools.

Our work *Door Into The Dark* (2015) was our debut into the immersive arena. Our more recent works include *Goliath: Playing with Reality* (2021), *Messages to a Post Human Earth* (2021), *A Face to Open Doors* (2020) and *The Collider* (2019).

Emmy-nominated, we are winners of the Grand Jury Prize for Best VR Work at the 2021 Venice International FIlm Festival. Anagram have previously been awarded the 2015 Tribeca Film Festival Storyscapes Award, the 2019 Sandbox Immersive Art Award, part of the Best VR in 2019 at the Venice International Film Festival. Anagram were named in the Createch 100 ones to watch for 2020 by the Creative Industries Council and selected twice for Columbia University's Digital Dozen Breakthroughs in Digital Storytelling (in 2015 and 2019).

weareanagram.co.uk   @weareanagram