

Job Description

Job Title: Merchant Business Development Manager – North	Location: Field based role across North of UK
Department: Merchants	Reports To: Head of Merchants

Role Purpose:

Responsible for acquiring new merchants and expanding TradeKart's footprint across the North. The primary focus is to drive market penetration, pipeline velocity, and sales growth by identifying, negotiating, and onboarding strategic merchant partners within the Marketplace and Delivered by TradeKart ecosystem.

Objectives and Goals:

Objective 1: Expand and Diversify Northern Merchant Footprint

Goal 1.1: Source, negotiate, and onboard new merchants across core verticals in Tier 2 (regional) and Tier 3 (independent) segments across the Northern territory, for both Marketplace and Delivered by TradeKart, predominantly focused on main cities: Birmingham, Manchester, Liverpool, Leeds, Edinburgh and Glasgow

Goal 1.2: Deeply understand prospective merchants' businesses to ensure rapid qualification, brand alignment, and maximized commercial value-add to the TradeKart marketplace.

Objective 2: Drive Initial Store Network Activation and Launch Performance

Goal 2.1: Establish strong commercial relationships with new merchants across their Northern store networks to unlock immediate regional expansion and new store openings.

Goal 2.2: Monitor early-stage merchant operational metrics (acceptance, rejections, stock availability, pick accuracy) during the critical launch phase to ensure a seamless entry onto the platform.

Goal 2.3: Drive the initial growth of new Delivered by TradeKart accounts, using performance data and engagement plans to scale delivery volumes.

Objective 3: Execute High-Impact Commercial and Acquisition Activity

Goal 3.1: Create and execute targeted outreach and onboarding campaigns—including localized territory visits, structured calling, and launch incentives—to aggressively accelerate new merchant acquisition.

Goal 3.2: Collaborate with internal TradeKart stakeholders (sales, operations, marketing) to streamline the pipeline from lead generation to full merchant launch

Objective 4: Strengthen Merchant Relationships and Performance

Goal 4.1: Build strong, long-term relationships with existing merchants across their store networks with focus on key areas, regions and stores

Goal 4.2: Track and improve merchant operational performance metrics on Marketplace against agreed SLAs, (acceptance, rejections, stock availability, pick accuracy), holding them accountable for customer experience

Responsibilities and Duties:

Area of Accountability 1: Merchant Acquisition, Pipeline, and Regional Growth

- Proactively map, identify, negotiate, and onboard new merchant partners to rapidly expand the northern territory footprint for both marketplace and TKD propositions.
- Manage the end-to-end onboarding and integration process to ensure high-velocity activation of new partner locations onto the platform.
- Drive cross-departmental alignment (sales, marketing, product) to deploy rapid-response launch campaigns across new branch networks.
- Deliver efficient launch training to branch teams (in-person, virtually, or via phone) to ensure immediate product utilization and peak launch performance.

Area of Accountability 2: Commercial Account Activation and Scaled Growth

- Oversee early-stage partner accounts to ensure mutual commercial success, utilizing growth data to unlock further expansion opportunities within their store groups.
- Monitor performance metrics during the critical launch window, introducing targeted improvement actions if needed to protect the customer experience.
- Utilize data dashboards, automated reporting, and no-code tools to extract commercial insights, using this data to pitch expansion strategies to merchants during reviews.
- Execute streamlined engagement plans focused primarily on high-impact commercial reviews and initial volume-driving incentives to drive ongoing engagement with new and existing merchants

Area of Accountability 3: Market Intelligence & Territory Insights

- Act as a commercial feedback loop, funneling field and merchant insights back to TradeKart teams to refine the acquisition pitch and product positioning.
- Work cross-functionally across product, commercial, sales, and operations to optimize the time-to-value for new merchants coming through the onboarding pipeline.

This list is not limited or exclusive. Additional responsibilities and duties may be assigned by the business as required.

Key Performance Indicators (KPI's):

Indicator 1: Number of active merchants onboarded and regional footprint growth (marketplace + TKD).

Indicator 2: Merchant operational excellence metrics (acceptance, rejections, pick)

Indicator 3: Merchant GMV growth, revenue uplift and new territory market share.

Indicator 3: Early partner satisfaction and commitment to expansion

Values, Behaviours and Attributes

Customer Obsession: Build scalable merchant footprints that directly fulfill Northern regional customer demands and service standards.

We Deliver: Drive velocity in acquisition and hold new merchants accountable for operational execution right from launch.

Think Big, Act Small: Translate ambitious footprint expansion goals into a systematic, high-impact regional sales execution plan.

We Care: Foster transparent, high-trust initial commercial partnerships that lay the foundation for long-term territory growth.

Experience and Skills

- Proven track record in business development, B2B sales, or merchant acquisition (regional territory management experience in the North highly advantageous).
- Strong interpersonal and commercial communication skills to navigate negotiations and align stakeholders across head offices and branch networks. Strong people skills and relationship building capability key.
- Highly driven self-starter with an aggressive appetite for territory growth and sales success.
- Ability to leverage data analytics, dashboards, and no-code tools to identify commercial opportunities and clearly present performance insights.
- Punctual project management skills to ensure quick, successful store activation and rapid operational deployment.
- Ability to manage stakeholders across levels in merchants such as head office teams, branch staff and regional leads as well as internally across departments in TradeKart.
- High frequency of travel across the Northern region, proactively executing fieldwork and visiting merchants in-store to secure and launch partnerships.
- Ability to operate efficiently within a primarily remote working framework, supplemented by scheduled visits to HQ.
- A strong background in the merchanting industry, with a deep understanding of regional/independent merchant operations, is highly desirable.