

Capital City College Training Job Description and Person Specification

Post:	Business Development Manager
Contract:	Permanent
Hours:	35 hours per week
Reporting to:	CCCT Managing Director
Grade:	Business Support, Grade 4
Salary:	£42,000 and up to £10k prp based on agreed targets

Key Purpose

As Business Development Manager, you will oversee the daily operations and management of the Account Management team. You will be expected to maintain highest levels of customer satisfaction to employers through exemplar collaborative working internally and externally. The role requires you to meet ambitious targets for growth in the recruitment of apprenticeships and any other sales targets for the group. Manage a sales team to identify new clients and individuals that would benefit from the training and qualifications CCCT provides. Grow the number of both Levy and non-levy paying employers engaging with CCCT for the provision of apprenticeships and any other funded training. Approach potential clients in a professional manner and manage the apprenticeship recruitment process through to delivery.

Summary:

- Coaching and mentoring a sales team to achieve targets.
- Developing sales strategies to increase lead generations.
- Developing and maintaining customer relationships.
- Forecasting and analyzing sales data.
- Regular reporting of KPI's to senior stakeholders.
- Training, development and performance management of sales team.
- Identifying, contacting and driving leads for the field sales team when needed.

Main Duties and Responsibilities

- Working to set sales targets in the form of apprenticeship and any other funded starts.
- To implement and manage a full Training Needs Analysis approach to employers and to evaluate the impact of training implemented as a result.
- To identify new markets to enable the provision to grow in a sustainable manner.
- To work in conjunction with line manager in liaising with all college departments, to understand the full college offer so that the employer offer is up to date.
- To maintain the requisite records and to ensure compliance within cross college systems and procedures.

- To develop relevant employer responsive programmes for the area and carry out relevant employer engagement activities, including liaison with key employers and stakeholders.
- To capitalise on links with employers and engage their expertise in developing the college vocational curriculum as a core part of the area's activities.
- To ensure that information, relevant to the work of the area is collected and collated and to provide statistical data as required. To ensure that relevant data, etc is disseminated to staff in the area.
- To have responsibility for the efficient running for staff and resources within the area.
- Conducting monthly 121's with sales staff.
- Implementing performance improvement plans where necessary.
- Working closely with the delivery team to ensure enrolments are completed every month.
- To provide weekly reports on progress against targets.
- Liaise with Head of School for Employability to ensure local demand is met by the college offer and to identify new opportunities.

Expectations of the Post Holder

- To demonstrate model behaviours that, at all times, are consistent with an open, inclusive and participative style.
- To be proactive in identifying and pursuing opportunities that are appropriate to maintaining his/her professional development, and actively participate in the Group's appraisal scheme.
- To carry out his/her duties at all times with due regard to the Group's policies, including Safeguarding, Health & Safety, Equal Opportunities, and Data Protection, and participate in training as and when required.
- To work flexibly and to undertake such other duties that may reasonably be allocated by the line manager.

Special Conditions

- The nature of this post means that the post holder may need to travel from time to time to other College centres and external venues.
- The post holder will be contracted to work for a defined number of hours per week but it is a requirement of this post that the holder will flex these hours to reasonably meet the needs of the service, which may include working occasional evening and weekends.
- This post falls within the scope of the regulations requiring a Disclosure & Barring Service (DBS check).

N.B. This job description is designed to outline a range of main duties that may be encountered. It is not designed to be an exhaustive listing of tasks and can be varied in consultation with the post holder in order to reflect changes in the job or the organisation.

EDI

We value diversity and positively welcome applications from all backgrounds. This will help ensure our workforce better reflects the diverse wider community we support. Applicants who declare a disability meeting the minimum criteria for the role will be guaranteed an interview.

Safeguarding

We are committed to safeguarding and promoting the welfare and safety of our students and expect everybody working for the Group to share this commitment. We actively seek DBS enhanced clearance checks for applications of employment as part of our safeguarding procedures.

Person Specification

	Criteria	Essential	Desirable
Qualifications / Professional Development	Level 3 Qualification		X
	Level 4 Qualification		X
	Level 2 English and Math qualification equivalent to GCSE grade C or level 2 Functional Skills	X	
	Sales or marketing qualification		X
Knowledge / Experience	Experience of ongoing professional updating and development in relevant fields.	X	
	An understanding of the reasons for an Equal Opportunities Policy and how it affects the immediate working environment and relationships with clients.	X	
	An awareness of safeguarding and how it relates to the work of this post in a further education College.	X	
	A good understanding of employers' needs for apprenticeship recruitment and major issues facing them and influencing their training requirements for funded commercial solutions.	X	
	Considerable and relevant sales experience within the FE sector	X	
	Experience of designing and implementation of complex delivery agreements for employers	X	
	Strong track record of managing sales projects and meeting sales targets against measurable outcomes	X	
	Experience of operating successfully within an autonomous sales orientated environment	X	
	Significant experience of successful target driven sales	X	
Skills / Abilities	Good interpersonal skills and written and oral communication skills including presentation, strong negotiation and influencing skills	X	
	Extensive proactive sales techniques	X	
	Excellent customer service and client management skills with the ability to anticipate and meet the requirements of all customers	X	
	Key account management skills	X	

	Strong commercial acumen	X	
	Able to self-motivate, work as part of a team, work on own initiative, prioritise and handle a diverse workload	X	
	Attention to detail/ commercial and quality awareness	X	
	Excellent administrative and IT skills, including knowledge of Microsoft Office and CRM systems	X	
	Good organisational skills and high attention to detail.	X	
	The ability to plan and monitor one's own workload, to ensure that deadlines are met.	X	
	The ability to work effectively as a team member.	X	
	A flexible approach to work in order to achieve deadlines.	X	