

**JOB DESCRIPTION**

<b>Post:</b>	<b>Business Development Manager</b>
<b>Responsible to:</b>	<b>Head of Business Development</b>
<b>Pay Band:</b>	<b>10</b>

**Job Purpose:**

Employer Services is the area in the College which specialises in generating income through work with employers. The unit is responsible for a range of services such as apprenticeships, bespoke training and short courses, and using local networks to develop opportunities. The primary function of the area is to create opportunities and secure contracts for training and development in companies, and to support delivery of income targets.

You will be expected to manage a team to work towards income targets using a range of communications and marketing tools including telephone, postal campaigns and e-marketing to identify new leads and opportunities through a range of initiatives, including attending appointments with potential new clients, and through account management of a portfolio of existing clients. You will be required to work flexibly to meet the needs of businesses and therefore evening and weekend work may be required as necessary.

**Main Duties:**

1. Line manage the Business Development Executive team and the Business Development Assistant to ensure income targets are achieved.
2. Support the Head of Business Development to regularly review Local Market
3. Intelligence (LMI) and work with colleagues to continually adapt the college training offer to meet the LMI.
4. Support the Head of Business Development to successfully identify and bid for national and multinational company training contracts.
5. Work with external agencies to identify and engage new employers and enhance further training opportunities with existing customers and clients.
6. Develop and implement effective business planning and sales techniques to enable the Business Development team to secure new business.
7. Lead the Business Development team in a range of marketing activities designed to increase sales.

8. Account manage a caseload/ portfolio of customers.
9. Business Development Manager JD September 2015 2
10. Project manage new initiatives as required.
11. Provide regular reports against agreed targets and milestones.
12. Liaise as appropriate with college teams to ensure the college provides a responsive service to business enquiries.

The college reserves the right to amend the job description to reflect changes in the duties of the post, commensurate with the grade of the post.

## PERSON SPECIFICATION

It is **essential** that the post holder has:

	<b>Essential criteria</b>	<b>How assessed</b>
<b>1</b>	Is educated to degree level or equivalent	Qualifications, application form
<b>2</b>	Has knowledge and experience of business development and sales techniques and a track record of business to business sales in an education or training environment	Application form, interview
<b>3</b>	Has the potential to lead a business development team to achieve challenging income targets	Application form, interview
<b>4</b>	Has a track record of exceeding sales targets	Application form, interview
<b>5</b>	Is a self-starter who is target focussed and sales orientated	Application form, interview
<b>6</b>	Has excellent organisational and administrative skills	Application form, interview
<b>7</b>	Has excellent communication skills, both spoken and written	Application form, interview
<b>8</b>	Has excellent customer service skills and experience of account management	Application form, interview
<b>9</b>	Has the ability to develop systems and procedures including the use of new technology to streamline tasks and improve efficiency	Application form, interview
<b>10</b>	Is able to work flexibly both as a member of a team and on your own initiative	Application form, interview
<b>11</b>	Has knowledge of the further education environment	Application form, interview

It is **desirable** that the post holder has:

	<b>Desirable Criteria</b>	<b>How Assessed</b>
<b>1</b>	Has experience of selling apprenticeship programmes	Application form, interview
<b>2</b>	Has knowledge of national, regional and local initiatives relating to employer engagement	Application form, interview
<b>3</b>	Has experience of bid writing	Application form, interview
	Has experience of developing new products within an education setting	Application form, interview