

## JOB DESCRIPTION

<b>Post:</b>	<b>Business Development Executive</b>
<b>Responsible to:</b>	<b>Head of Business Development and Marketing</b>
<b>Pay Band:</b>	<b>7</b>

### JOB PURPOSE

Working as part of a small tight-knit team, you will be expected to work towards an income target using a range of communications and marketing tools including telephone, field sales, networking, postal campaigns and e-marketing to identify new leads and opportunities through a range of initiatives, including attending appointments with potential new clients, as well as account management of a portfolio of existing clients. You will be required to work flexibly to meet the needs of businesses and so regular evening and occasional weekend working will be required.

### MAIN TASKS

- Identify and engage new employers and enhance further training opportunities with existing customers and clients.
- Develop and implement effective business planning and sales techniques to secure and develop new businesses.
- Take part in a range of college-wide events and marketing activities including those with external agencies and organisations as identified with the Head of Business Development and Marketing.
- Provide advice and support for companies on training related issues and opportunities to engage with the college in other ways, such as work experience.
- Support and facilitate companies to recruit new apprentices, with the support of the college's Apprenticeship Recruitment Team.
- Conduct Organisational Needs Analysis and Training Needs Analysis where appropriate.
- Ensure all administration is completed within a timely manner and to the agreed standard.
- Promote and negotiate training opportunities and apprenticeship opportunities with employers.
- Undertake the completion of 'sign ups/enrolments' as and when required.
- Account manage a caseload/ portfolio of customers.
- Project manage new initiatives and project launches as required.
- Provide regular reports against agreed targets and milestones.

- Enter data and maintain accurate information on the CRM software.
- Liaise as appropriate with college teams to ensure the college provides a responsive service to business enquiries.
- Work with internal stakeholders in promoting and developing employer engagement and business responsiveness across the college.

#### **Other Duties Applicable To All Staff Working At Abingdon and Witney College**

- Take personal responsibility at all times for ensuring the welfare of students, apprentices and visitors by ensuring their access to the support, services and resources available. It is expected that all members of staff will play a part in ensuring that all students are safe, happy and complete their programmes successfully.
- Comply with College procedures in relation to Safeguarding and the Prevent agenda.
- Participating in a programme of personal development.
- Keeping abreast of developments in your area.
- Adhering to the Health and Safety policies and procedures in force within the College, with particular regard to your own safety and that of other people using the College.
- Adopting high standards of customer service.
- Staff must abide by any College policies in relation to dealings with staff and students, e.g. communications, equal opportunities and employment policy.

As a term of your employment you may be required to undertake such duties as may reasonably be required of you, commensurate with your grade, at any of the College sites.

The College reserves the right to amend the job description in consultation with the employee to reflect changes in the duties of the post.

## PERSON SPECIFICATION

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

	<b>Essential criteria</b>	<b>How assessed</b>
<b>1</b>	Has a relevant qualification at a minimum of level 3 (A level, Diploma or equivalent).	Certificate(s)
<b>2</b>	Has knowledge and experience of business development and sales techniques and a track record of business to business sales ideally in an education or training environment.	Interview/Application
<b>3</b>	Has a track record of exceeding sales targets.	Interview/Application
<b>4</b>	Is a self-starter who is target focussed and sales oriented.	Interview/Application
<b>5</b>	Has excellent organisational and administrative skills.	Interview/Application
<b>6</b>	Has excellent communication skills, both spoken and written.	Interview/Application
<b>7</b>	Has excellent customer service skills and experience of account management.	Interview/Application
<b>8</b>	Has the ability to develop systems and procedures including the use of new technology to streamline tasks and improve efficiency.	Interview/Application
<b>9</b>	Can work flexibly both as a member of a team and on your own initiative.	Interview/Application

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

	<b>Desirable Criteria</b>	<b>How Assessed</b>
<b>1</b>	Has knowledge of the further education environment.	Interview/Application
<b>2</b>	Has knowledge of national, regional and local initiatives relating to employer engagement.	Interview/Application
<b>3</b>	Has experience of developing new products within an education setting.	Interview/Application
<b>4</b>	Has experience of conducting training needs analyses.	Interview/Application

## CONDITIONS OF SERVICE

<b>Salary:</b>	Pay band 7
<b>Payment:</b>	Monthly payments direct to bank via BACS
<b>Holidays:</b>	24 working days, rising to 29 days plus Bank and Public Holidays pro rata.
<b>DBS:</b>	All employees undergo a Disclosure and Barring Service (DBS) check. Copies of the Disclosure and Barring Service Code of Practice and the College's policy on the 'Secure Storage, Handling, Use, Retention & Disposal of Disclosure and Barring Service (DBS) Disclosures and Disclosure Information' are available on request.
<b>Pension</b>	Employees are automatically opted into the Local Government Pension Scheme (LGPS) however, they may opt out if they wish.

These details are for broad information only and must not be taken as a complete or authoritative statement. They do not constitute a full contract of employment.

**SAFEGUARDING AND PREVENT** - Abingdon & Witney College is committed to:

- ensuring the well-being of all young people and vulnerable adults in its care
- ensuring all students, staff and stakeholders are aware of the need to prevent people from being drawn into terrorism

**EQUAL OPPORTUNITIES** - Abingdon & Witney College aims to be an equal opportunity employer. We are committed to the policy that staff recruitment shall be carried out in accordance with equal opportunities practice and legislation and that appointments shall be made only on the basis of job- related criteria.



**Abingdon and Witney College is committed to good practice in employing people with disabilities. To this end the College will:**

- Interview all applicants with a disability who meet the minimum criteria for a job vacancy and consider them on their abilities.
- Ask disabled employees at least once a year what can be done to be sure that they can develop and use their abilities at work.
- Make every effort when employees become disabled to make sure they stay in employment.
- Make sure key employees develop the awareness of disability needed to make this commitment work.
- Review these commitments annually.