

JOB DESCRIPTION

Post:	Business Development Executive
Responsible to:	Head of Business Development and Marketing
Pay Band:	7

JOB PURPOSE

You will be expected to work to an income target 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 TASKS

- Work with external agencies to 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 new businesses.
- Take part in a range of marketing activities including those with external agencies and organisations as identified with the Head of Marketing.
- Provide support for companies on training related issues.
- Sign up employers to training opportunities.
- 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' as and when required.
- Account manage a caseload/ portfolio of customers.
- Project manage new initiatives 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 Heads of Faculty and the Heads of Business Development and Marketing, and Head of Apprenticeships in promoting and developing employer engagement and business responsiveness across the college.

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:

	Essential criteria	How assessed
1	Has a relevant qualification at a minimum of level 3 (A level, Diploma or equivalent).	Certificate(s)
2	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
3	Has a track record of exceeding sales targets.	Interview/Application
4	Is a self starter who is target focussed and sales orientated.	Interview/Application
5	Has excellent organisational and administrative skills.	Interview/Application
6	Has excellent communication skills, both spoken and written.	Interview/Application
7	Has excellent customer service skills and experience of account management.	Interview/Application
8	Has the ability to develop systems and procedures including the use of new technology to streamline tasks and improve efficiency.	Interview/Application
9	Is able to work flexibly both as a member of a team and on your own initiative.	Interview/Application
10	Demonstrates an ability to proactively support staff wellbeing	Interview/Application

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

	Desirable Criteria	How Assessed
1	Has knowledge of the further education environment.	Interview/Application
2	Has experience of working on externally funded projects	Interview/Application
3	Has knowledge of national, regional and local initiatives relating to employer engagement.	Interview/Application
4	Has experience of supporting bid writing.	Interview/Application
5	Has experience of developing new products within an education setting.	Interview/Application
6	Has experience of conducting training needs analyses.	Interview/Application

