

JOB DESCRIPTION

Post:	Business Development Manager
Responsible to:	Head of Business Development
Pay Band:	10

Context

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.

Overview of role

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.

Job tasks

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 Intelligence (LMI) and work with colleagues to continually adapt the college training offer to meet the LMI.
3. Support the Head of Business Development to successfully identify and bid for national and multinational company training contracts.
4. Work with external agencies to identify and engage new employers and enhance further training opportunities with existing customers and clients.
5. Develop and implement effective business planning and sales techniques to enable the Business Development team to secure new business.
6. Lead the Business Development team in a range of marketing activities designed to increase sales.
7. Account manage a caseload/ portfolio of customers.

8. Project manage new initiatives as required.
9. Provide regular reports against agreed targets and milestones.
10. Liaise as appropriate with college teams to ensure the college provides a responsive service to business enquiries.

Other duties applicable to all staff working at Abingdon and Witney College

- Contribute to the overall smooth running and well-being of the college;;
- Participate in a programme of personal development, including updating;
- Take part in staff development activities;
- Adhere to the Health and Safety policies and procedures in force within the College;
- Assist students in the college according to need;
- Abide by any College policies in relation to dealings with staff and students, e.g. communications, equal opportunities and employment policies;
- Such other duties as may from time to time be deemed appropriate commensurate with the grade.

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:

- Is educated to degree level or equivalent
- 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
- Has the potential to lead a business development team to achieve challenging income targets
- Has a track record of exceeding sales targets
- Is a self-starter who is target focussed and sales orientated
- Has excellent organisational and administrative skills
- Has excellent communication skills, both spoken and written
- Has excellent customer service skills and experience of account management
- Has the ability to develop systems and procedures including the use of new technology to streamline tasks and improve efficiency
- Is able to work flexibly both as a member of a team and on your own initiative
- Has knowledge of the further education environment

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

- Has experience of selling apprenticeship programmes
- Has knowledge of national, regional and local initiatives relating to employer engagement
- Has experience of bid writing
- Has experience of developing new products within an education setting

CONDITIONS OF SERVICE

Salary:	Pay band 10
Payment:	Monthly in arrears direct to bank via the Bank Automated Clearing System [BACS]
Hours:	37 hours per week, all year round

Holidays:	24 working days, rising to 29 days plus Bank and Public Holidays pro rata
DBS:	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.
Pension	Employees are automatically invited to join the Local Government Pension Scheme (LGPS) however, they may opt out if they wish
Job duties:	The precise duties of the post will be agreed after discussion between the Line Manager and the successful candidate.

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 - Abingdon & Witney College is committed to ensuring the well being of all young people and vulnerable adults in its care.

EQUAL OPPORTUNITIES – Abingdon and 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 disabled people. 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.