**Business Development Executive**

**Full Time, Permanent**

**£30,428 to £35,180**

**(Salary dependant on skills, qualifications and experience)**

An exciting and integral opportunity has arisen for a motivated **Business development Executive** within the Customer Engagement team at Nescot College.

**What we are looking for:**

The B2B Executive is externally employer and client facing, responsible for developing and reporting on a quality Sales pipeline to expand the College’s employer base. A dynamic personality with a professional outlook and positive attitude is essential. An enthusiastic team player will be a highly motivated self-starter who is able to identify and develop new business prospects from multiple sources including inbound marketing leads, prospect lists, discovery, and individual research.

**Duties/responsibilities:**

* Develop and execute strategies for expanding the College’s employer base.
* Engage with employers, secure new business and promote the college services and products
* Build strong relationships with employers and membership organisations and raise the college’s profile by attending local networking events.

**Benefits:**

* Free parking on-site
* 5-minute walk from Ewell East Station and great transport Links
* Discounted Starbucks, Modern hair and beauty salon offering employee discounts
* A discounted on-site gym, sports hall, fitness class, osteopathy and day nursery
* Free online qualifications

Nescot is graded ‘Good’ by Ofsted following its latest inspection in January 2023. Inspectors rated the College as Good in all 8 aspects. The report recognises that students “enjoy their courses and are motivated to succeed”, and benefit from “highly supportive relationships” with staff.

At Nescot, we’re proud of our inclusive culture and we welcome all applications.

*This role is employed through Nescot Enterprises Ltd, a wholly owned subsidiary of Nescot which operates different terms and conditions.*

**Closing date: 26th June 2023**

**Interviews will be held as and when candidates apply**

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**Job Description**

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| **Position Details:** | |
| **Title:** | B2B Executive |
| **Department:** | Business Centre |
| **Fraction:** | Full Time |
| **Status:** | Permanent |
| **Grade:** | SO |
| **Child/Vulnerable Adult Contact:** | Yes |

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| **Reporting / Department Details:** | |
| **Responsible to:** | Acting Head of Sales |

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| **Job Purpose:** |
| The B2B Executive is externally employer and client facing; responsible for developing and reporting on a quality Sales pipeline; prospecting, qualifying, and generating new sales leads to support the Business Centre. This enthusiastic team player will be a highly motivated self-starter who is able to identify and develop new business prospects from multiple sources including inbound marketing leads, prospect lists, discovery, and individual research. A dynamic personality with a positive attitude and the drive to reach decision makers is essential! |

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| **Main Duties and Tasks:** |
| * Engage with employers, secure new business, and promote the college services and products. * Build strong local relationships with employers and membership organisations and raise the company profile by attending local networking events. * Develop sales pipeline reports and dashboards line with agreed targets and present findings to the team. * Source apprenticeship employers and candidates for specific curriculum areas in line with the college curriculum plan. * Sell bespoke training solutions, including ‘Rebuild’ and ‘Kickstart’ to organisations. * Research and qualify new prospect accounts and secure new sales appointments for the Business Centre team. * Work collaboratively with the Account Managers to secure, progress, and renew employer learning agreements for apprenticeship and full-cost provision. * Assist in handling incoming enquiries to the Business Centre, record and convert new business and pass leads to relevant college departments. * Conduct competitor analysis and research to identify new business opportunities, present findings to the line manager. * Manage data for new and prospective clients within CRM, ensuring all communications are logged, information is accurate, and documents are attached. * Plan and execute a Business Development strategy. * In collaboration with marketing organise internal customer events, employer engagement events, employer relevant social media content. * Suggest new products such as product development to tap into new markets. * Support the team’s administrative tasks in the pre-enrolment phase during the summer as directed by the line manager. * Any other duties as may be reasonably requested from time to time by the line manager. |

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| **Personal Development:** |
| * Participates in, and co-operates with, own Performance Review Interview to ensure that job-related targets are met and ongoing staff development in line with Nescot’s aims. * To carry out Continuing Professional Development (CPD) relevant to the role, including subject or professional updates. |

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| **Equality and Diversity and Nescot Values:** | |
| * It is the responsibility of the post holder to promote equality and diversity, Nescot Enterprise values and recognition of diversity throughout Nescot Enterprises. * To follow and adhere to Nescot’s Equality and Diversity policy at all times. * The post holder will undertake their duties in full accordance with Nescot Enterprises’ policies and procedures relating to equality and diversity and Nescot Enterprise values. |

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| **Safeguarding and PREVENT Responsibilities:** |
| * It is the responsibility of the post holder to commit to safeguarding and promoting the welfare of students within the within NEL. * The post holder will undertake their duties in full accordance with Nescot Enterprises’ policies and procedures relating to safeguarding, PREVENT and promoting the welfare of students. |

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| **Additional Duties:** |
| * To undertake such additional duties as may be reasonably required commensurate with the level of responsibility within Nescot Enterprises at the initial place of work or any other of the College Group sites within the area. |

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| **Health and Safety:** |
| * Under the Health & Safety at Work Act 1974, whilst at work, you must take reasonable care for your own health and safety and that of any other person who may be affected by your acts or omissions. In addition, you must co-operate with Nescot Enterprises on health and safety and not interfere with, or misuse, anything provided for your health, safety or welfare. * Copies of Nescot Enterprises Health & Safety Policy are available on SharePoint  |  | | --- | | **Terms and Conditions of Nescot Enterprises Ltd:** | | * Please note that this is a post under Nescot Enterprises which has different terms and conditions to that of the College | |

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| **Annual Leave and Hours of Work:** |
| * Full time hours of work are 37.5 hours per week, normally worked Monday – Friday 8.45 am – 5.15 pm. Part time or casual hours will be as agreed. * For full time staff annual leave is 25 days plus Bank Holidays plus 5 efficiency days taken at Christmas when the College is closed for 2 weeks. Part time staff’s annual leave will be pro rata. Please note that it is expected that post holders will take their annual leave at times convenient to the department and its students, which will normally therefore be at times when students are not in College.  |  | | --- | | **Pension** | | * You have the right to join the NEST scheme and you will be automatically enrolled into the NEST Government Workplace Pension Scheme should you meet the required criteria of an eligible job holder. You may elect to opt out if you wish. |   This job description is current as dated. In consultation with the post holder, it is liable to variation by the College to reflect actual, contemplated or proposed changes in or to the job. |
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| **Person Specification – Business Development Executive** | | | | |
|  | **Essential** | **How Identified\*** | **Desirable** | **How Identified\*** |
| **Experience** | 2 or more years’ experience in a sales or business development environment.  A proven track record in pre-sales/ sales related activities or in market research.  Experience of maintaining a database system (CRM)  Outstanding customer service skills  Demonstrate ability to meet and/or exceed determined sales | A  A/I  A/I  A/I  A/I | Sales/ Business Development experience of Apprentices or other work-based learners  Understanding of Apprenticeship Reforms in FE and HE  Understanding of government skills recovery initiatives | I  I  I |
| **Skills and Abilities** | Excellent communication and interpersonal skills  Able to engage effectively and professionally with employers and other external stakeholders at all levels  Able to respond to enquiries in a polite and courteous manner  Able to work effectively as part of a team  Able to organise workload to meet deadlines  Ability to use own initiative and work independently  Sufficient numeracy skills to be able to accurately calculate basic calculations | A/T  A/I  I  I  I  I  T |  |  |
| **Qualifications** | Associated Level 3 or equivalent  Two or more years of experience in Sales or Business Development  Experience of CRM database  Knowledge of Apprenticeships and work-based learning. | A/T  A/T  A/T  A/T |  |  |
| **Personal Qualities** | Has awareness of equality and diversity and NEL Values which is promoted within your role  Commitment to continuing professional development  Commitment to safeguarding, PREVENT and promoting the welfare of learners  The required health and physical capacity to carry out the relevant administrative activities, after NEL has made such adjustments as may be required under the disability provisions of the Equality Act 2010  Commitment to energy management and sustainability | A/I  A/I  A/I  M  A/I |  |  |

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