**CHESTERFIELD COLLEGE**

JOB DESCRIPTION

**POST TITLE:**  Business Development Manager

**GRADE:** Salary £35,000 to £40,000 (Plus Bonus)

**RESPONSIBLE TO:**  Commercial Director

**RESPONSIBLE FOR:** Achieving growth and development of work based learning.

**DIRECTORATE:** Learning Unlimited – Business Development

**DIRECT REPORTS:** Business Development Consultants

**WORK ARRANGEMENTS:** 37 hours per week/52 weeks per year

It is expected that from time to time these hours will be exceeded as reasonably necessary for the proper performance of the duties and responsibilities of the post.

**PURPOSE OF THE POST**

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| The post holder will: |
| 1. Be responsible for personally identifying and securing new business with large employers through direct sales activity and responding to tenders. 2. Establish and develop high quality and productive links with employers and stakeholders using a number of different sales methods and strategies. 3. Achieve highly stretching income targets. 4. Line manage a team of Business Development staff ensuring consistent high quality sales and securing of new business, meeting and exceeding income targets 5. Be an ambassador for the college representing the quality and benefits of learning provision. |

# **DUTIES AND RESPONSIBILITIES**

1. Fully deliver and over-achieve challenging income targets.
2. Ensure that effective lead generation is in place to enable a strong sales pipeline to be maintained. Including but not limited to attendance at networking events, telemarketing and social media.
3. Cross sell a full range of commercial and funded FE and HE provisions to meet employers’ needs.
4. Develop highly effective links with partners and stakeholders, providing high level account management for large contracts and employers; work closely with delivery teams to ensure commitments to provide apprenticeships and training are fulfilled.
5. Maintain an up-to-date knowledge of relevant standards in apprenticeships, qualifications and professional training. Including being fully conversant with developing funding methodology to ensure information, advice and guidance is up-to-date and of the highest quality.
6. Maintain a current understanding of emerging policy and funding methodology, assisting employers to make informed choices with regard to maximising use of government funding to support local, regional and national needs.
7. Research LMI and employers’ background, KPIs and their development plans to inform face-to-face meetings and document training needs analysis.
8. Dynamically assess employers’ workforce requirements and provide relevant information to them with in accordance with their needs to deliver appropriate services to enhance their business.
9. Identify and respond to tender opportunities for the delivery of apprenticeships and commercial training.
10. Manage and develop a sales team ensuring that they are equipped with the skills and knowledge required to actively increase the number of employers working with the college and thereby meeting and exceeding income targets, coaching them to get the best performance through the setting of stretching targets and managing performance of individuals.
11. Contribute to the forecasting and profiling of learning provision by submitting understanding of emerging, developing and declining workforce training needs.
12. Meet regularly with vocational delivery teams to ensure you are fully conversant with their provision and planned curriculum development.
13. Maintain an understanding of the features of high quality teaching and learning to subsequently enable discussion with employers about the potential impact.
14. Influence the design of curriculum and enhance the responsiveness to current and future employers’ workforce needs.
15. Manage reporting and have accountability for the data quality within CRM for themselves and their team.
16. Work closely with the marketing team to develop materials to detailed specifications that appeal to workforce training needs.
17. Identify and pursue any other potential commercial income generating opportunity as agreed with the Commercial Director.

# **GENERAL**

1. Take an active role in the health, safety and welfare of students and staff, attending training and carrying out health and safety related activities as appropriate to the role.
2. To take responsibility for one’s own professional development and continually update, as necessary, participating in appropriate staff development activities, as required, including the Professional Development Review.
3. To promote a positive image of the College and the work that is carried out across its various services.
4. To comply with all legislative and regulatory requirements.
5. To apply the College’s own Safeguarding Policy and practices and attend training as requested.
6. To show a commitment to diversity, equal opportunities and anti-discriminatory practices. The post holder is expected to comply with, and promote, the College’s Equal Opportunities Policy in all aspects of their duties and responsibilities.
7. To carry out any other reasonable duties within the overall function, commensurate with the grading and level of responsibility of the job.

**NB: Curriculum Teams** refers to all areas of delivery including classroom and work based.

**Person Specification**

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| **Post:** | Business Development Manager | **Directorate:** | LU – Business Development |

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| **Key Requirements:** | **Essential/**  **Desirable** | **How**  **Assessed** |
| **Qualifications:** |  |  |
| Level 5 qualification in Business, Sales or Marketing | D | A |
| Maths Level 2 | E | A |
| English Level 2 | E | A |
| IAG qualification | D | A |
| Health & Safety Qualification | D | A |
| **Experience:** |  |  |
| Minimum of 5 years’ experience in the field of business development in the education sector | D | A/I |
| Experience leading teams in: employer engagement, sales, marketing campaigns and recruitment | D | A/I |
| Successfully worked in employer engagement and can demonstrate significant impact of high quality. | E | A/I |
| Proven successes in meeting highly challenging targets and KPIs | E | A/I |
| Proven success in identifying and responding to written tenders | E | A/I |
| Highly familiar with the design of provision that presents value for money for employers whilst maintaining high quality. | E | A/I |
| Experience of researching company background, KPIs and ambitions to inform analysis of training needs. | E | A/I |
| Managing budgets efficiently and effectively and maximising income | E | A/I |
| Experience of discussion and planning provision across funded and commercial income streams. | E | A/I |
| **Skills/Knowledge:** |  |  |
| High level influencing skills with the ability to negotiate with people at all levels. | E | A/I |
| Highly developed communication skills with the ability to articulate complex scenarios concisely and effectively. | E | A/I |
| Outstanding teamwork and collaborative skills. | E | A/I |
| Highly developed English writing skills with a close eye for detail and accuracy. | E | A/I |
| Strong personal ambition to achieve highly and show outstanding success against targets. | E | A/I |
| Exceptional customer service skills. | E | A/I |
| Well-developed problem solving skills and the ability to dynamically assess situations to find solutions. | E | A/I |
| Ability to work under pressure and meet deadlines | E | A/I |
| Self-managing/reflective | E | A/I |
| Ability to act as an ambassador for the College with a range of external organisations, stakeholders and the community | E | A/I |
| Very good time management and organisational skills. | E | A/I |
| Ability to analyse company information, data and statistics | E | A/I |
| Knowledge of current, relevant challenges within FE including a sound knowledge of Government education policy and funding | E | A/I |
| Up-to-date knowledge of apprenticeship standards and commercially relevant professional updating. | E | A/I |
| Well-developed skills to interpret complex information and to present written and verbal reports skillfully and effectively. | E | A/I |
| Knowledge of business operations and processes and working with these efficiently and effectively | E | A/I |
| **Other Requirements:** |  |  |
| An understanding of Safeguarding of Children & Vulnerable Adults within the workplace | E | A/I |
| Full commitment to Equal Opportunities and anti-discriminatory working practices | E | A/I |

**E = Essential D = Desirable A = Application I = Interview T = Test**

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| **Produced By:** | David Higham | **Date Produced:** | June 2017 |