

Job description and Person Specification

Bede's is committed to safeguarding and promoting the welfare of children and young people and expects all staff and volunteers to share this commitment.

Job description

Job Title:	Sales and Business Development Executive
Reporting to:	Director and Assistant Director of Summer School
Main purpose of the role & responsibilities	
<p>The Sales and Business development Executive is responsible for maximising enrolments for Bede's Summer School through both Direct and Agent channels. This role acts as a central contact among the Summer School leadership, Sales and Admissions teams, and Agent partners, ensuring smooth communication, collaboration, and a seamless customer experience.</p>	
Vision and Mission	
<p>Our Vision: Where every child finds joy in their pursuit of brilliance</p> <p>Our Mission: We continue to craft a more joyful education.</p> <ul style="list-style-type: none"> ● Cultivating a vibrant learning experience, motivating us to pursue our individual best. ● Providing a festival of opportunity, enabling us to discover new passions and develop new talents. ● Building a kind-hearted community, inspiring us to enhance the lives of others. 	

Key Responsibilities:

- **Maximising Enrolments:** Implement the annual sales strategy for Bede's Summer School to achieve enrolment and revenue targets across Direct and Agent channels. This includes international agent visits, recruitment fairs, online meetings, and events, ensuring alignment with the school's broader goals.
- **Relationship Management:** Build and sustain strong relationships with existing agents while expanding into new markets and opportunities. Oversee daily communications and inquiries to deliver exceptional customer service. Revitalise dormant Agent partnerships, working to renew their engagement with Bede's Summer School.
- **Business development Management:** Researching and developing new and existing markets to generate more leads. Optimise the sales funnel to ensure high conversion rates by applying best practices in lead and opportunity management.
- **Reporting & Analysis:** Monitor and report on direct leads, agent activity, and market performance. Provide regular feedback and sales reports to the Sales and Partnerships Manager and Directors, including accurate forecasting and analysis.
- **Admissions Support:** Actively support Bede's enrolment and admissions processes to ensure quick, accurate, and smooth bookings for agents and parents, upholding high customer care standards as

guided by the Admissions Manager. Oversee enrolments, handling all related administrative tasks and data entry in Bede's Summer School Database as required.

- **Database Management:** Maintain and update the Agent Database with records of communications, changes, and meetings to ensure up-to-date information and effective relationship management.
- **Centre Liaison:** Communicate important information to Centre Management Teams regarding arrivals, departures, requests, academies, feedback, etc.
- **Compliance:** Collecting and collating of Group Leader compliance documents pre summer, inline with the trust safeguarding policy. Storing these on the Bede's Summer School database and bringing any concerns to the Summer school Directors.
- **Problem-solving:** Investigate and resolve any minor problems resulting from unfulfilled special requests, misunderstandings, or minor complaints, ensuring high levels of customer care and upholding Bede's reputation.
- **Safeguarding:** Adhere to and promote Bede's commitment to the welfare and safeguarding of children and young people, upholding all relevant policies and standards.

Key Interfaces

1. The Sales and Partnership Manager of Bede's Summer School
2. The Director & Assistant Director of Bede's Summer School
3. Head Office of Bede's Summer School
4. Summer School & Bede's Trust Agents
5. Direct Leads
6. Seasonal Centre Management Teams & Staff
7. Bede's Finance Department
8. Host School Representatives & External Suppliers

Operating Environment and Context of the Role

Bede's Summer School is a highly successful and well-renowned part of the overall Bede's offering, attracting students from over 50 countries. The Summer School Sales and Admissions Executive plays a critical role in ensuring the success of the Summer School by driving student enrolments, managing admissions, and maintaining key relationships.

This role requires a wide range of skills, a strong work ethic, and a high level of commitment. Flexibility, adaptability, and a positive, can-do attitude are essential. The Executive must be able to think quickly, show common sense, and pay attention to detail in various situations. As an ambassador of Bede's Summer School, the Executive is expected to uphold and enhance Bede's reputation locally, nationally, and internationally.

Bede's is committed to safeguarding and promoting the welfare of children and young people and expects all staff and volunteers to share this commitment.

Person Specification

The person specification focuses on the knowledge, skills, experience and qualifications required to undertake the role effectively. Please ensure that your application demonstrates how you meet the essential criteria. You will be assessed by your completed Application Form and covering letter (A), at interview (I) and in some instances by an exercise (E).

Requirements	Essential / Desirable	Measured by A, I, E
Experience and Qualifications		
Experience in Admissions/Customer Relationship Management.	E	A, I
Sales experience in the International Education sector, with a solid understanding of processes and products.	D	A, I
Experience of working in a Summer School environment and knowledge of the EFL industry	D	A, I
Knowledge and Skills		
Strong computer literacy and proficiency in using application tracking systems/portals, booking databases, and Excel.	E	A, I
Educated to Degree Level or equivalent (Level 6 Qualifications and Credit Framework).	D	A, I
To have good interpersonal, diplomacy and communication skills whilst being a team player.	E	A, I
Personal competencies and qualities		
Excellent organisational skills	E	A, I
Excellent presenter and communicator	E	A, I, E
Self-motivated and good at working to deadlines and targets	E	A, I

Additional information:

- 40 hours per week
- International Travel expected as part of the role

Written by: Luke Hart (Interim Director of Summer school)

Date: October 2024

Bede's is committed to safeguarding and promoting the welfare of children and young people and expects all staff and volunteers to share this commitment. All offers of employment are subject to satisfactory references and an Enhanced DBS check.