# Description: BDC logo small

# JOB DESCRIPTION

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| **Job Title:**  **Grade** | Business Development Manager  J-L plus PRP |
|  |  |
| **Line Manager:** | Managing Director of Apprenticeship Works |
| **Directorate:** | Business Innovation & Enterprise |

**Job Purpose**

Responsible for the development and implementation of an employer engagement strategy which leads to growth in good quality apprenticeship levy/non-levy business, other publicly funded programmes and commercial income.

**Role Accountabilities: main areas for achieving delivery and results**

1. Develop an employer engagement strategy and associated marketing collateral for each sector/industry specialism and translate this into high levels of performance and output.
2. Develop and manage high level relationships with key networks/partners/employers in a designated geographical area and develop strategic relationships in order to identify opportunities and generate quality referrals.
3. Take a consultative approach to identify and secure opportunities, products and services for the college, as appropriate.
4. Identify bidding opportunities to meet income targets and support the production of submissions.
5. Advise employers of the features, benefits and incentives of Apprenticeship standards and the College’s wider portfolio offer, ensuring the promotion and value of varying levels of qualifications as part of an overall training solutions package.
6. Provide comprehensive, practical information and advice to levy paying and non-levy employers on Apprenticeships and wider education funding reforms, communicating practical solutions on how they can maximise the level of funding available.
7. Drive and promote a joint approach, with employers, to workforce development through the provision of tailored Organisation/Training Needs Analysis to ensure the most suitable package of training solutions is offered.
8. Negotiate and develop a service level agreement with employers identifying agreed delivery requirements, costs and payment schedules.
9. Arrange, oversee and manage key accounts, ensuring high standards of customer service from on-boarding through to completion, working with Account managers and internal colleagues to ensure a professional, compliant and effective service (including Health & Safety vetting of employers).
10. Liaise closely with the Head of Delivery to ensure all accounts receive an outstanding service, tailoring communication, reports and experience when required.
11. Monitor the performance of accounts including revenue and profit margin.
12. Ensure all legal contracts are completed which includes a profile of business from new clients.
13. Lead on new business presentations and utilise supporting documentation to ensure a high-end professional service.
14. Maintain client accounts and new business pipeline using reporting documents and systems (CRM) and keep the wider business informed of progress towards achieving agreed targets.
15. Drive awareness and understanding of the levy regionally and nationally, working closely with marketing to coordinate strategic campaigns and plan engagement activities.
16. Maintain high levels of expertise relating to Apprenticeships, ensuring regular updating, networking events and seminars ensuring in-depth knowledge is kept updated.
17. Undertake specialist training in order to meet the requirements of your job role and participate in the staff development programme within your agreed individual staff development plan.
18. Gather evaluation and feedback for continuous improvement for your particular accounts and implement actions to drive improvements in the service offered.
19. Plan and prioritise personal sales activities towards achieving agreed business aims and objectives
20. Manage your own performance to ensure mutually beneficial partnerships are developed with clients.

**People Leadership / Team Leadership – where the role has direct or matrix reports.**

This role does not have any direct reports, however it is expected that role holder will develop collaborative and productive relationships with internal and external stakeholders.

**Additional information**

**1.0** **Safeguarding Children and Vulnerable adults**

1.1 Understand and comply with Safeguarding legislation and ensure that best practice is embedded in all working practices as required

1.2 Commitment to Safeguarding and promoting the welfare of children and vulnerable adults, ensuring that this commitment is demonstrated in all aspects of the role as appropriate

**2.0 Health and Safety**

2.1 The Corporation recognises and accepts its responsibilities as an employer to ensure, as far as is practicable, the health, safety and welfare of all its employees **.**

A copy of the Health and Safety policy can be located in electronic form on the Staff Intranet. You are responsible for familiarising yourself with the policy and adhering to the health and safety rules in the workplace

**3.0 General**

3.1Be aware of, and comply with, legislations/competence standards relevant to the work of the Directorate

3.2 Understand and comply with all college policies, including the Policy to promote Equality of Opportunity

3.3 Assist as required during examination and enrolment periods

3.4 Be conversant with Health and Safety and Safeguarding requirements

3.5 Participate in the Staff Learning and Development, Review and Appraisal Scheme

3.6 Undertake such duties and/or hours of work as may reasonably be required of you, commensurate with your grade and general level of responsibility, at your main place of work or at any other establishment for which the College provides services.

**4.0 Information, Advice & Guidance**

4.1 Use opportunities to develop the self-esteem and confidence of students when they seek help and support

4.2 Signpost or refer students to appropriate specialist support in a way that is free from direct or indirect discrimination and develops the students’ trust in the College

4.3 Encourage the students’ motivation and aspirations by providing information and advice that is personalised, impartial, unbiased and realistic especially during enrolment and tutorials

**NB In consultation with you, this job description is liable to variation to reflect actual contemplated or proposed changes to your job.**

**PERSON SPECIFICATION**

**NB:** You will need to demonstrate in your supporting statement how you can meet the criteria listed below

| Post Title: Business Development Manager | We will assess your match to the criteria from: | | |
| --- | --- | --- | --- |
| KEY: (E) – Essential (D) - Desirable | Appl. Form | Tests | Interviews |
| 1. **Education / Training**  * Level 3 or above Qualification in Sales Management or Marketing * Level 3 or above qualification in Management * Level 2 English and maths * Level 2 IT qualification | **√** |  |  |
| 2. **Experience**   * 2 years’ experience and proven track record in a Business or a Sales Management role promoting and securing apprenticeship and/or training opportunities | √ |  | √ |
| * Proven track record working successfully with large, levy paying employers in the public and / or private sectors or | √ |  | √ |
| * Proven track record working successfully with SMEs |  |  | √ |
| * Demonstrative experience of strong professional relationships with key strategic clients | √ |  | √ |
| * Proven track record of delivering outstanding results through highly effective leadership qualities and a structured approach to planning for success | √ | √ | √ |
| * Ability and an understanding of how to undertake an Organisational and Training Needs Analysis |  |  |  |
| * Proven bid writing experience |  |  |  |
| * Experience of working in high demand environments, to targets and tight deadlines | √ |  | √ |
| 3. **Skills and Attributes** |  |  |  |
| * Excellent negotiation and influencing skills | √ |  | √ |
| * Ability to work in a fast-paced environment |  |  |  |
| * Embraces change and able to self-motivate |  |  |  |
| * Excellent communication, presentation and listening skills |  |  |  |
| **4. Communication**   * Must be able to demonstrate excellent written and oral communication skills (E) | √ |  | √ |
|  |  |  |  |
| **5. Disposition/Personal Qualities** |  |  |  |
| * (Be able to work as part of team E) | √ |  | √ |
| * Be able to demonstrate a professional approach to work (E) | √ |  | √ |
|  |  |  |  |
| **6. Professional Knowledge/Understanding** |  |  |  |
| * Be able to demonstrate an understanding of equality of opportunity and have practical ideas on how to implement it (E) | √ |  | √ |
| * Experience of working in high demand environments, to targets and tight deadlines | √ |  | √ |
| **7. Professional Judgement/Decision** |  |  |  |
| * Able to demonstrate use of initiative (E) | √ |  | √ |
| **8. Managerial Attitude/Approach** |  |  |  |
| * Able to plan own/staff workload (E) | √ |  | √ |
| **9. Circumstances** |  |  |  |
| * Available to work additional hours on occasions (E) | √ |  | √ |
| * Full UK Driving Licence (E) | √ |  | √ |
| * Flexible response to job requirements (E) | √ |  | √ |