

**Job Description:** Business Development Manager

**Hours:** 1 FTE

# Spine point: 19

**Location:** Orpington

**Responsible to:**  Director of Employer Engagement and Innovation

**Main purpose of the job:**

1. **Reporting Structure:** You will report directly to the Director of Employer Engagement and Innovation, indicating a high level of responsibility and accountability within the organisation.
2. **Target Audience and Targets:** Your primary focus will be on both levy and non-levy organisations to ensure you meet and exceed targets.
3. **Relationship Building:** Your core responsibility involves building and nurturing relationships with employers. This includes both establishing connections with new organisations and maintaining rapport with existing ones.
4. **Objective Alignment:** The overarching goal is to generate levy and non-levy sales activity for various offerings, including apprenticeships, commercial services, T-level engagement, and other products. This highlights the role's direct impact on revenue generation and business growth.
5. **Networking and Engagement:** You are expected to be proactive in meeting, networking, and engaging with employers, demonstrating a hands-on approach to relationship development and business expansion.
6. **Business Development:** Your role encompasses that of a Business Development Manager, indicating a focus on identifying and pursuing new business opportunities. This includes actively creating new business avenues to not only meet but exceed targets.
7. **Single Point of Contact**: You will serve as the primary contact for employers, particularly concerning new initiatives such as the Non-Levy Small Employers and Apprenticeship Levy, and any other funding reforms. This underscores your role as a key liaison between the organisation and its employer partners.
8. **Overall Purpose:** The main purpose of your job is to drive business growth by effectively engaging with employers, fostering relationships, and capitalising on opportunities to promote and sell various offerings while serving as a knowledgeable resource on relevant industry developments and initiatives. Crucially, you will actively create new business opportunities to hit and exceed targets**.**

# Duties and Responsibilities

The persons appointed will be required to work flexibly within a team environment and will be allocated a range of duties and responsibilities. The post holders will work closely with Directorate and other College staff and will be allocated a range of duties. The duties allocated may be varied or changed by the line manager dependent on the needs of the service.

# Key Responsibilities

1. **Identify and Secure Business:** Actively seek out and secure business from both future and existing employers, managing relationships effectively to maximise future opportunities and exceed targets. This involves:

**Prospecting: Identify** potential clients through market research, industry events, and networking.

**Lead Generation:** Develop new business opportunities by initiating contact with potential clients through various channels such as email, phone calls, and face to face meetings. Maintain regular contact with current employers by phone, video call and in person to increase training opportunities.

**Solution Presentation:** Present tailored solutions to address the needs and pain points of clients, demonstrating the value proposition of the college's offerings**.**

**Closing Deals:** Effectively negotiate terms and close deals to secure business, ensuring alignment with organisational goals and targets.

**Follow-up**: Maintain regular communication with clients to ensure satisfaction, address any concerns, and explore additional opportunities for collaboration.

1. **Account Management**: Provide a comprehensive account management service, ensuring regular communication to foster ongoing repeat business by offering a single point of contact within the college.
2. **Engagement with Curriculum Teams**: Collaborate with curriculum teams to promote and encourage work placement opportunities as they arise.
3. **Lead Consultant for Large Employers**: Serve as the lead consultant for large employers, delivering timely information, briefings, and presentations on the benefits of partnering with London South East Colleges.
4. **Managing Small Employers**: Managing small (non-levy) paying employers, ensuring end-to-end training on Digital Apprenticeship Service and recruitment needs are met while maintaining a seamless approach to employer engagement.
5. **Needs Analysis and Matching Services**: Meet with employers onsite to conduct organisational and training needs analyses (TNA), matching employer needs with college products/services. Achieve targeted conversion rates outlined in team and individual KPIs.
6. **Agreeing on Targets**: Collaborate with Line Manager to agree on recruitment, activity, and income targets to fulfill contracts and expand college training opportunities.
7. **Support Marketing Activities**: Assist in marketing activities for employer engagement, including event attendance, development of promotional materials, and organisation of employer-related activities.
8. **Promotional Activities**: Undertake direct promotional activities to employers through various communication channels, including visits, cold calling, networking events, social media, and telesales.
9. **Training Sourcing and Proposals**: Source training internally or identify external partners, present proposals to employers, agree on costs and training outcomes, and issue contracts or service level agreements.
10. **Lead Negotiator**: Act as the lead negotiator on training fees, using discretion within agreed costing models.
11. **Communication with Course Leaders**: Liaise with college course leaders or external consultants to communicate employer business needs within training proposals.
12. **Labour Market Trends Analysis**: Discuss labour market trends with employers, utilising reports and data sourced from EMSI or other relevant sources.
13. **Eligibility Confirmation and Funding Streams**: Confirm eligibility status of employers and employees, identifying appropriate funding streams and advising on available grants.
14. **Onboarding, Skills Scan, Training Agreement and Health & Safety Assessments**: Ensure skills scan completion and conduct Health and Safety assessments of workplaces to ensure candidate safety.
15. **Responsive to Issues**: Address issues and needs promptly to ensure timely resolution.
16. **Quality Service Reporting**: Report any service quality issues to the appropriate Programme Leader.
17. **CRM Database Maintenance**: Record activities and contribute to the upkeep of the college Customer Relationship Management (CRM) database.
18. **Reporting**: Produce regular reports on employer engagement activities as requested.
19. **Exit Interviews and Impact Measurement**: Conduct exit interviews with employers to measure training impact and generate further business.
20. **Assistance with Surveys**: Assist in collating responses for FE choices and other employer satisfaction surveys.
21. **Identifying Unaddressed Employer Needs**: Report on employer needs identified but not yet addressed by the college to support development of demand-led programmes.

# General

* Attend and contribute to whole college, department or other meetings as required.
* Contribute to the preparation of the annual Self-Assessment Report (SAR), quality improvement and annual planning arrangements.
* Attend training and development opportunities as agreed.
* Maintain student and college data in line with college policies and procedures.
* Comply with and implement relevant health, safety, security and welfare processes as required by statutory or college procedures.
* The post holder may be required to perform duties other than those given in the job description for the post. The particular duties and responsibilities attached to posts may vary from time to time without changing the general character of the duties or the level of responsibility entailed.

**PERSON SPECIFICATION:**

**Qualifications:**

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| --- | --- | --- |
|   | **Essential**   | **Desirable**   |
| Level 3 or above, preferably in a sales-related subject  |   | √  |
| Level 2 English and maths  | √  |   |
| A full driving licence and use of a car  |  √  |   |

**Knowledge and experience:**

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| --- | --- | --- |
|   | **Essential**   | **Desirable**  |
| Understanding of government-funded work-based training and commercial products in the FE sector  | √  |   |
| Designing and managing targeted sales campaigns  | √  |   |
| Experience in conducting health and safety assessments in the workplace  |   | √  |
| Understanding the sales process from initial contact to key account management  | √  |   |
| Ability to plan and manage own workload, achieve agreed targets and objectives and evaluate outcomes  | √  |   |
| Ability to plan and deliver sales campaigns  |  |   |
| Ability to communicate with existing, lapsed and new clients  |   |
| Ability to build effective working relationships and partnerships with internal and external stakeholders  |   |
| Ability to utilise and understand the importance of CRM  | √  |   |

**Other qualities:**

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| --- | --- | --- |
|   | **Essential**   | **Desirable**  |
| Drive, energy and enthusiasm to work flexibly in a changing and challenging environment  | √  |   |
| Commitment to work within the framework of the College’s policies  | √  |   |
| Commitment to raising the quality of every aspect of College activity  | √  |   |
| Preparedness to take responsibility for and ownership of tasks  |  |   |
| Evidence of a commitment to personal and professional development  |   |
| Self-motivated, able to work on own initiative and achieve results   | √  |   |
| Excellent interpersonal skills, a good communicator and well developed networking skills  | √  |   |