Business Development Manager

**Job Description**

*(This is a description of the job as it is as present constituted. It may be necessary, from time to time, to update job descriptions to ensure that they relate to the job as then being performed. Therefore, management reserve the right to make changes to your job description, commensurate with your grade/level in the organisation, after consultation with you).*

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| Post title | **Business Development Manager** |
| Reports to | **Managing Director**  |
| Department | **EPNE Training** |
| Grade | **SCP 31-33** |
| Contract | **FT, Permanent** |
| Location | **Field Based, Northeast** |

### ROLE PURPOSE

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| * EPNE Training is the operational brand of Education Partnership North East (EPNE) responsible for the delivery of the adult skills (19+) curriculum. Delivering a proactive, and high-quality response to strategic skills priorities, industry and workforce needs all year round.
* Generate business with new and existing regional employers to assess and propose solutions to skills needs for new and existing employees.
* Working with Engagement Team and wider curriculum departments to ensure the intent, progression and impact of all skills training is in-line with EPNE vision, values and regional skills strategies.
* Managing key employer accounts and co-ordinating effectively the client journey as part of an end-to-end business cycle to maximise the financial and non-financial return on investment.
* Supporting employer prospects and clients by undertaking organisational / training needs analysis and advising on suitable training solutions offered by EPNE Training and the City of Sunderland College wider college group.
* Collating and reviewing market intelligence to inform the sector focused growth plans and the annual business development, marketing and sales plans informed by robust market intelligence and aligned to curriculum planning.
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### KEY ACCOUNTABILITIES

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| **Generate business with new and existing regional employers to assess and propose solutions to skills needs for new and existing employees.*** Building, maintaining, and monitoring a strong sales pipeline of regional *(Northeast and Tees Valley)* prospective opportunities within identified sector(s). *Including but not limited to:*
* *Engineering and Manufacturing*
* *Retail and Commercial Enterprise*
* *Business Administration & Law*
* *ICT*
* Understanding the range of Adult Skills funding and how it can be utilised to supporting fully/part funded skills training for employers new and existing staff. *Funding types include:*
* *Adult Skills Fund (Adult Education Budget)*
* *Skills Bootcamps*
* *Regional intervention funding (Multiply, UKSPF, etc.)*
* Leading the communication, development, and delivery of skills proposals for employers, delivering pitches/presentations to secure business.
* Responding in a timely manner to enquiries or requests for information from employers, providing Information and Advice on the college’s skills training services.
* Taking responsibility for achieving agreed targets and regularly reporting to management on overall and sector performance.
* Working flexibly to achieve and exceed individual and team agreed targets for adult skills training.

**Working with the Engagement Team and wider curriculum departments to ensure the intent, progression and impact of all skills training is in-line with EPNE vision, values and regional skills strategies.*** Coordinate opportunities with Learner Engagement to ensure that every learner has a positive progression including:
* *Gaining employment*
* *Up-skilling to gain promotion or greater responsibilities*
* *Re-skill to gain a new job*
* *Moving close to employment, further or Higher Education*
* Knowledge of Local Skills Improvement Plans (LSIP), regional devolution skills strategies and how adult skills training can be aligned to meet those needs in specific industries, and where opportunities exist.
* Ensure ‘Excellence is at the heart of everything we do’.
* Drive the ‘Better Jobs’ initiative that must be the key intent every adult skills programme is aligned to.
* Be aware, signpost or advise employers on the wider business to business skills offer the City of Sunderland College group which in addition to adult skills includes 16-18 and apprenticeship curriculum.
* Build relationships with other B2B functions within the college to ensure a detailed and up-to-date understanding of the college group’s business to business offer and develop appropriate solutions to meet identified employer needs.

**Managing key employer accounts and co-ordinating effectively the client journey as part of an end-to-end business cycle to maximise the financial and non-financial return on investment.*** Working with the Learner Engagement to ensure planned programmes are maximised and progression outcomes are achieved.
* Undertaking business impact assessments to review the extent to which solutions, specifically have met or exceeded needs and delivered a return on investment for the employer and provide content for marketing collateral.
* Undertake regular reviews with employers, explore further opportunities and address and planned actions.

**Supporting employer prospects and clients by undertaking organisational / training needs analysis and advising on suitable training solutions offered by EPNE Training and the City of Sunderland College wider college group.*** Working with employers to understand their skills needs through organisational / training needs analyses and subsequently present and agree appropriate Adult Skills or training packages.
* Working to agreed account and customer relationship management procedures and processes.
* Using the college group’s CRM system and other appropriate systems to record interactions/activities with prospective and existing clients and to monitor and report against agreed targets and other key performance indicators.
* Maintaining high levels of customer service *(internally and externally)* and exceed customer expectations.

**Collating and reviewing market intelligence to inform the sector focused growth plans and the annual business development, marketing and sales plans informed by robust market intelligence and aligned to curriculum planning.*** Leading the work to pro-actively target and engage with prospective and existing employer clients within the identified sector(s), utilising a range of approaches/media *(cold calling, direct mail/email, social media, face-to-face meetings, network events)* to generate leads.
* Preparing and implementing effective targeted campaigns – including telesales campaigns – with the support of the Marketing function to generate new business in each of the key sectors and to meet identified targets.
* Assisting and attending college group events such as open days, exhibitions, etc. and liaise with the Careers Information, Advice and Guidance team, providing expert input on Adult Skills.

**Maintain appropriate continuing professional development.*** Maintaining an up-to-date knowledge of policy, funding and quality developments in relation to work adult skills.
* Maintaining an up-to-date knowledge of college group’s B2B offer including Adult Skills, Commercial and Apprenticeships.
* Maintaining appropriate continuing professional development and mandatory training.
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### GENERAL

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| * Travel to other locations to attend meetings and meet with the teams when required.
* To work at any of the College sites, community and employer locations on a temporary or indefinite basis.
* To undertake such duties as are reasonably allocated, appropriate to the grade of the post.
* To take appropriate responsibility for PREVENT and the safeguarding and promotion of the welfare of children and/or vulnerable adults.
* To uphold British Values, the college values and responsibilities with regard to equality and diversity.
* To understand and adhere to college Health and Safety policies and guidelines ensuring compliance with statutory legislation
* Undertake such other duties as may be reasonably required.
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| **Person Specification****Post Title: JOB TITLE Post Ref:**  | **ASSESSMENT METHOD** |
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|  | **Essential** | **Desirable** |  | **Certificate** | **Application Documents** | **Reference** | **Selection Process** |
| **Qualifications** |  |  |
| Customer Service or Business Management qualification |  | ★ |  | ★ | ★ |  |  |
| Evidence of continuing professional development (CPD) | ★ |  |  |  | ★ |  |  |
| Maths and English at level 2/GCSE | ★ |  |  | ★ |  |  |  |
| **Experience** |  |  |  |  |  |  |  |
| Organising successful employer-based programmes and events. | ★ |  |  |  | ★ |  | ★ |
| Ability to demonstrate success in developing and maintaining partnerships and networks. | ★ |  |  |  | ★ |  | ★ |
| Analysing the impact of employer-based programmes. | ★ |  |  |  | ★ |  | ★ |
| Successful record of working with employers and generating income. | ★ |  |  |  | ★ |  | ★ |
| Experience of developing curriculum which is employer and market led. | ★ |  |  |  | ★ |  | ★ |
| Demonstrate experience of business development, marketing and sales strategies/initiatives. | ★ |  |  |  | ★ |  | ★ |
| Recent experience of operating at a senior level with client organisations. | ★ |  |  |  | ★ |  | ★ |
| Ability to demonstrate success in developing and maintaining partnerships and networks. |  | ★ |  |  | ★ |  | ★ |
| **Skills/ Knowledge/ Aptitude** |  |  |  |  |  |  |  |
| Knowledge of the FE sector from preferably from a college or ITP background. | ★ |  |  |  | ★ | ★ | ★ |
| Up to date knowledge of the funding landscape, particularly within the Northeast regarding AEB, Skills Bootcamps, and UKSPF. | ★ |  |  |  | ★ | ★ | ★ |
| Demonstrable knowledge of adult skills funding an industry. | ★ |  |  |  | ★ | ★ | ★ |
| Possess sound account management skills and developing client relationships. | ★ |  |  |  | ★ | ★ | ★ |
| Ability to operate effectively as an individual and team player. |  |  |  |  |  |  |  |
| Possess sound written and verbal communication skills and a high level of numeracy. | ★ |  |  |  | ★ |  | ★ |
| Ability to respond to changing markets and anticipate client needs and exploit new opportunities. | ★ |  |  |  | ★ |  | ★ |
| **Personal Attributes** |  |  |  |  |  |  |  |
| Suitable to work with children and young people | ★ |  |  | ★Criminal records check via DBS | ★ | ★ | ★ |
| Excellent communication skills, including written English. | ★ |  |  |  |  |  |  |
| Confident public speaking and presenting skills. | ★ |  |  |  | ★ | ★ | ★ |
| Excellent questioning, listening and communication skills. | ★ |  |  |  | ★ | ★ | ★ |
| Prepared to work flexibly according to the needs of the service | ★ |  |  |  | ★ | ★ | ★ |
| Well organised and self-motivated | ★ |  |  |  | ★ |  | ★ |
| Approachable, open, and honest | ★ |  |  |  | ★ |  | ★ |
| Ability to work under pressure | ★ |  |  |  | ★ |  |  |