## 

## Job Description

**Business Development Consultant**

Job Title: Business Development Consultant

Grade: HRUC Pay Scale pt. 24 – 31 - Salary £35,244 - £39,367 plus P.R.P based on the achievement of targets

Responsible to: Head of Sales

Hours: 36 hours per week, 52 weeks per year

Base: Harrow, Richmond and Uxbridge Colleges, with travel across the UK and some hybrid/remote working to be agreed

###### MAIN SCOPE OF POST

We are looking for a driven, energetic and passionate Business Development Consultant with a strong background in Apprenticeships who is able to sell learner training solutions to levy paying Employers on a nationwide basis. The ideal candidate will have a strong sales background, in the education sector, excellent communication skills, and a genuine interest in helping others succeed through education and training.

As a Business Development Consultant, you will play a key role in driving revenue growth for the apprenticeships division, by expanding our employer base across the UK. You will be a dynamic collaborator and a solution orientated salesperson with a wealth of experience in the apprenticeship sector.

**Key responsibilities:**

* To engage with a broad range of employers on a nationwide basis, supporting large employers to maximise their apprenticeship levy and SMEs to advise on how apprenticeships can enhance their business.
* To offer a consultative approach to employers to maximise of their levy pot
* To manage a territory plan that supports all the college sites across group to identify and generate new business opportunities.
* To manage and develop strong relationships with employers to identify and sell all training solutions.
* To agree training solutions for employees to close skills gaps, identify recruitment needs include work experience and industry placement opportunities.
* To identify employer requirements, write proposals and sell training solutions which meet employer needs and College income targets.
* To manage own pipeline and update the CRM and its effective use by Apprenticeship Teams.
* To plan, initiate and deliver strategic business development that will provide expected outcomes against strategic goals.
* To proactively identify opportunities where HRUC can develop and offer higher apprenticeships and commercial HNC/HND/CPD provision.

###### DUTIES

1. To use LMI and other labour market intelligence to develop and manage a territory plan to generate new leads and identify new business opportunities.
2. To communicate effectively with levy and non-levy paying employers to create new leads.
3. To increase sales of training solutions through expanding the customer base and by gaining new business. Attend networking events to enhance business development opportunities.
4. To ensure accurate and timely completion of reporting mechanisms and systems and other internal monitoring documentation.
5. To work alongside the Head of Sales in generating and pursuing leads to agreed conversion income and portfolio targets.
6. To assist and consult with the apprenticeship recruitment team with apprenticeship and work experience vacancies.
7. To cross sell the full range of college services to meet employer needs within the designated industry/sector areas.
8. To advise, guide and identify employer requirements, in relation to their apprenticeship levy to write proposals and find, develop, negotiate funding, and sell training solutions to meet employer needs and College income targets.
9. Working in partnerships with employers, ensure suitability of the workplace settings through health and safety assessments.
10. To ensure accurate and timely completion of all signs up paperwork and CRM data.
11. Leading the administration and management of the Digital Apprenticeship Service Account in line with ESFA commitment statements and employer agreements.
12. To develop strong links with employers and relevant support agencies within the designated industry/sector areas.
13. To work closely with the Heads of school, curriculum, meeting on a weekly basis with the designated curriculum leads and Administrators to agree training delivery and monitor progress against agreed targets.
14. To pro-actively Account Manager employers to oversee the employer journey from initial contact through to evaluation of satisfaction, impact, and repeat business.
15. To maximise use of the CRM database.
16. To achieve the Key Performance Indicators.

OTHER DUTIES

1. To maintain the highest standards in accordance with the policies of the corporation

16. To comply with all relevant Health and Safety regulations and assist the College in the implementation of its own Health and Safety policy.

17. To comply with and actively promote within their section the College’s Equality and Diversity and Safeguarding Policies.

18. To participate in and contribute to the College’s in-service and training activities.

19. To participate in Open Days and other recruitment duties which may include late evenings and Saturdays.

20. To perform all other duties as may be required.

**Further Education is an ever-changing service, and all staff are expected to participate constructively in college activities and to adopt a flexible approach to their work. This job description will be reviewed annually during the appraisal process and will be varied in the light of the business needs of the College.**

**Business Development Consultant**

**Person Specification**

|  |  |  |  |
| --- | --- | --- | --- |
|  | Essential | Desirable | How assessed?\* |
| Qualifications |  |  |  |
| Good standard of education (GCSE level or equivalent including Maths and English) | **✓** |  | Cert/AF |
| Qualified to Level 3 (A level or equivalent professional qualification) |  | **✓** | Cert/AF |
| Knowledge, Skills and Experience |  |  |  |
| Proven track record of a consultative approach in sales, within the education sector | **✓** |  | AF/IV |
| Experience of apprenticeship sales experience with Levy paying employers | **✓** |  | AF/IV |
| Strong interpersonal and communication skills, with the ability to build rapport and trust with diverse stakeholders | **✓** |  | AF/IV/P |
| Excellent negotiation and closing skills, with the ability to overcome objections and secure commitments | **✓** |  | AF/IV/P |
| Experience of providing Training and Development consultative advice to employers and undertaking training needs analysis | **✓** |  | AF/IV |
| Experience of meeting sales targets on a regular basis | **✓** |  | AF/IV |
| Experience of increasing sales through expanding the customer base and generating new business | **✓** |  | AF/IV |
| Ability to anticipate, identify and respond to customer needs | **✓** |  | AF/IV |
| Demonstrate evidence of planning and organising own time to manage multiple priorities and meet deadlines | **✓** |  | AF/IV |
| Familiarity with CRM software and sales tools for tracking leads and managing pipelines. | **✓** |  | AF/IV |
| Knowledge of Further Education and/or Training Providers and an understanding of apprenticeship funding rules | **✓** |  | AF/IV |
| Understanding of Apprenticeship funding reforms |  | **✓** | AF/IV |
| Other Attributes |  |  |  |
| Good networking skills | **✓** |  | AF/IV |
| Results-driven mindset and a passion for exceeding targets | **✓** |  | AF/IV |
| Ability to manage partnership working | **✓** |  | AF/IV |
| Good literacy and numeracy skills | **✓** |  | AF |
| Attention to detail | **✓** |  | AF/IV |
| Good IT skills (Microsoft Office packages) | **✓** |  | AF/T |
| Continuing professional development | **✓** |  | AF |
| Self-motivated and able to work on own initiative | **✓** |  | AF/IV |
| Valid driving licence and own transport (max. 6 points) | **✓** |  | AF |
| Flexible approach, with the ability and willingness to travel to employers/clients | **✓** |  | AF/IV |
| Good teamworking skills | **✓** |  | AF/IV |

Evidence of criteria will be established from:

AF = Application Form Cert = Certificates checked on induction

IV = Interview P = Presentation at selection process stage