

Role Title	Business Development Manager
Reports to	Regional Business Manager
No. of direct reports	None
Full / Part Time	Full
Grade	E3
Location	Home based
Created/Updated by	Ayesha Rees
Created/Updated on	November 18

*Everything we do contributes to achieving our purpose:
Helping people, organisations and economies develop their skills for growth.
This purpose drives everything we do.*

Our values

Our values **Imagination**, **Integrity** and **Leadership** are core to everything we do, and makes us who we are. They underpin the way we work, from how we treat our people right through to how we design our products. Living these values in everything you do at the City & Guilds Group will not only make this a great place to work, but ensure you thrive and are successful in your role.

Your mission

As Business Development Manager you will identify and develop new business opportunities and then manage those accounts. In key sectors, you'll achieve stretching sales targets that both defend and increase our market share. You'll develop strong relationships with external stakeholders to maximise the profile and footprint of our Skills Credentialing business.

What you'll be doing

- ✓ Maintaining existing revenue and growing new business
- ✓ Account manage customers, delivering a best in class customer experience
- ✓ Maintain market share, develop and grow new revenue opportunities
- ✓ Working to local business development strategies to deliver core and innovative products and services to our customers
- ✓ Develop and work to a detailed contact strategy
- ✓ Performance targets and pipeline achieved through careful planning and customer facing meetings
- ✓ Manage & support change through customer mergers and acquisitions, working closely with Quality Colleagues and Technical Advisor teams
- ✓ Reporting and analysis of trends and insights to drive business decisions and continuous improvement

- ✓ Build strong relationships with colleagues across the business to bring the right expertise to the customer.

How success will be measured

- ✓ Monthly & annual target achieved with accurate monthly revenue forecasting
- ✓ New business development impacting current year revenue target
- ✓ Adoption of new products and services evidenced through referrals and joint working
- ✓ Customer activity, wins and pipeline recorded on CRM
- ✓ 80% of time in front of customers with planned quality meetings
- ✓ Customer feedback & customer surveys
- ✓ Social media profile
- ✓ Employee Engagement Surveys.

What we're looking for

We can't live without...

- ✓ Outstanding business development and account management skills
- ✓ Proven experience of exceeding sales targets whilst managing and controlling costs
- ✓ Demonstrable ability to build customer relationships at a senior level and have gravitas
- ✓ Strong understanding of current opportunities, challenges and solutions with the FE Market
- ✓ Written proposal and presenting skills
- ✓ Financial acumen and income forecasting skills
- ✓ Responsible and accountable for meeting deadlines.

We would love you to have...

- ✓ A passion for maintaining your own personal development
- ✓ Depth of knowledge of the education sector
- ✓ Field based talent and discipline of working remotely
- ✓ Active networking and research through social media channels.

The way we prefer to work

Confident (Leadership)

- Motivated to get things done and make them better
- Pro-active in taking on what needs to be done and using their initiative
- Acts on self-belief
- Passionate in the way they appear to clients, suppliers and colleagues
- Confident in themselves and the organisation
- ... and not annoyingly pushy in how they work with colleagues

Curious (Imagination)

- A creative problem solver who brings new ideas
- Finds new ways of overcoming obstacles
- An open mind that feeds their curiosity
- Keen to learn
- Challenges the current way of doing things

- ... and not afraid to do it the same way as last time if that is what is needed

Collaborative (Integrity)

- A team player who enjoys being part of the team, supporting and leading as needed
- Shares knowledge and expertise
- A relationship builder
- Acknowledges everyone's contribution
- ... and is able to work alone when required

Compassionate (Integrity)

- Thoughtful, compassionate and understanding in their dealings with people
- Self-aware and aware of their impact on others - emotional intelligence
- Enjoys a sense of humour and knows when to use it
- ... and not afraid to say "no" and explain why

Resilient (Leadership)

- Works well with change and ambiguity
- Confident in the face of push back from others
- Overcomes challenges
- Doesn't lose sight of delivering even when under pressure
- ... and is supported fully

Trusted (Integrity)

- Goes the extra mile for internal colleagues and external customers
- Connects to our purpose
- Delivers great work
- Takes ownership, accountability and action
- Works in an ethical way
- Is authentic
- ...and this is the way we work here!