

## Job Description

**Job Title:** Business Development Manager

**Report to:** Head of Business Development

**Responsible for:** To maximise sales and marketing opportunities with existing and new customers to achieve or exceed sales revenue targets.  
Executing the growth strategy for The Colleges' Partnership by providing employers with high-quality recruitment and workforce development solutions.

**Base:** Home based role with national travel

**Contract:** Full Time – Permanent

**Main role objective:**

To increase TCP market share of apprenticeships and commercial delivery in line with the strategic aims and objectives.

To support the delivery, introduction, and growth of a range of apprenticeships and qualifications that support the continued development and success of our students and employers. Working with a range of employers to make sure that the right programmes are selected and that funding opportunities are maximized.

Reporting to the Head of Business Development (HoBD) you will plan, target and engage with employers, ensuring accurate forecasting and following the TCP end-to-end sales process.

**Key responsibilities:**

- Contributing to and executing the sales strategy for the Business Development department.
- Managing the team to ensure targets and KPI's are achieved by closely monitoring individual performance.
- Hitting individual and team sales target – supporting with the development of forecasts, intel and analytics to ensure full visibility of pipeline and performance.
- Conduct market insight and intelligence to help shape the company's value proposition.
- Development of potential new income streams including identifying potential customers, market share, potential customers and ROI.
- To lead by example and work closely with prospective clients and Company team members in the engagement and conversion of new business opportunities.
- Lead on retention and growth strategies for our customers.
- Working in conjunction with operational teams to ensure high-quality customer experience.
- Conduct regular one-to-ones with direct reports, ensuring best practice is adhered to on a day-to-day basis and manage performance where necessary.
- Responsible for ensuring real-time reporting via CRM and constantly looking for efficiencies within sales processes or operational functions.

**Key Performance Indicators**

**Sales Performance against Targets**

- Acquire new customers using TCP sales and marketing techniques, and in liaison with delivery teams.
- Achieve or exceed monthly sales targets as set by The Head of Business Development across all appropriate contracts.

- Identify apprenticeship and commercial business opportunities with each customer in line with TCP offer.
- Ensure all employers are taken through an appropriate employer engagement process.
- Delivery outstanding Information, advice and guidance as part of the employer engagement process.
- Demonstrate value for money and ROI to all employers.
- Qualify leads and opportunities through TCP sales process.
- Use targeted marketing in appropriate formats to bring about opportunities to sell TCP products and services.
- Work with The Marketing Officer to ensure all marketing material is in line with TCP branding.
- Work with The Head of Business Development to ensure sales activity is in line with delivery capability.
- Manage travel time and costs effectively.

### **Existing Customers / Account Management**

- Manage existing customer accounts to maximise all apprenticeship sales and up-selling opportunities.
- Manage existing customer accounts to maximise all commercial business opportunities.
- Ensure CRM is fully utilised and processes are followed for all accounts.
- Ensure that customers and potential customers are contacted in line with TCP sales KPIs.
- Contribute to and execute the marketing and brand strategies.
- Promote New sectors & qualifications.
- Maintenance of partner relationships such as Regional Network Groups and local Chambers of Commerce.

### **Process, Administration & Communication**

- Convert opportunities as per TCP sales KPIs
- Ensure all emails sent either internally or externally are of a professional standard and always written in business format.
- Ensure you are flexible in your approach and willing at short notice to change plans where possible - for example attending last minute arranged meetings or stepping in to attend meetings on behalf of HoBD.
- Deliver presentations to meet the company's quality standard; tailoring as required for the target audience.
- Communicate in line with processes and procedures to Compliance, Operations and financial departments the customer offers that have been agreed.
- Generate business in line with operational supply and demand meetings.
- All paperwork must be comprehensively completed to the highest quality in terms of accuracy.
- CRM fully utilised and updated daily to reflect progress in the sales cycle.
- Outlook calendar updated.
- Ensure that General Data Protection Regulations (GDPR) are adhered to with the sending of all information containing personal information of our students, customers, suppliers, TCP colleagues & stakeholders
- CRM system used to record interaction with current and potential clients and position within sales cycle.

### **Safeguarding/E&D/H&S**

- Ensure that you are aware of the process to be followed in any Safeguarding issue and who to contact.
- Ensure all contractual requirements for Health & Safety are met and appropriately documented.
- Contribute to the Health and Safety Working Group as and when required.
- Ensure the Health and Safety Policy is adhered to at all times and report any concerns to your Health & Safety representative.
- Ensure that all aspects of Health & Safety are considered when visiting premises.
- Ensure the Equality & Diversity Policy is adhered to at all times and report any concerns you may have to your line manager or HR.

**Operating Profit**

- Assist the department to work within the limits of net operating profit
- Promote TCP offer at all appropriate opportunities and maximise all revenue streams
- Manage direct and indirect cost spend including all personal costs in line with the Mileage & Expenses Policy.
- Ensure all appointments are confirmed before travelling, to ensure minimal waste on fuel consumption and time and productivity.
- Plan journeys effectively to ensure mileage is kept to a minimum and time is maximised.
- Ensure all issued company equipment is adequately used, maintained and cared for.

**Qualifications, Skills & Experience:**

- A proven track record of winning new business.
- Experience of developing high level relationships with employers/customers.
- Experience of sales and business development.
- Excellent communication skills; verbal and written.
- Influencing skills.
- Experience within the FE sector
- Sound knowledge and understanding of the ESFA funding rules.
- Knowledge and experience marketing.
- Relevant business qualification.