

Job Description- Business Development Manager

To be instated from January 2024 or asap thereafter

Post:	Business Development Manager
Reports to:	Chief Operating Officer
Hours of work:	Full time, Monday to Friday, flexible availability in Essex/online
Salary range:	Up to £40,000 (pa)

Overview of the job:

This stakeholder development, sales and account management role will be responsible for developing new business opportunities, maximising existing relationships and supporting the Chief Operating Officer in executing an effective sales strategy to build business and community engagement, in support of SEATS brokerage ambitions.

This role will strengthen the work with employers to help them engage with and invest in talent development, in ways that will support the regional economy and to provide a vehicle of promoting, signposting and engaging local residents in upskilling, reskills and career development opportunities in south Essex. This will include building the talent pipeline through developing partnerships with local schools and colleges to involve employers in promoting career opportunities.

Duties and responsibilities:

1. To be the front line sales manager engaging face to face with public & private sector organisations and employers, business partners and stakeholders in order to achieve growth targets and to strengthen the SEATS brokerage.
2. Full responsibility to meet agreed sales and KPI targets set by the SEATS Board. including but not limited to grant/levy/other income, apprenticeship service volumes and other professional training services brokered.
3. Strong collaboration with employers, colleges and South Essex Councils, to identify opportunities for SEATS to be of service.
4. Development with careers leads and senior leaders in local schools and colleges to enable employer involvement in promoting progression and the talent pipeline
5. Work with employers to articulate apprenticeship and wider training service opportunities (via third party contractors), overcoming objections and identifying solutions by carrying out needs analysis with stakeholders in order to maximise on opportunities

6. Undertake management of customer relations and employer liaison and follow through with resulting opportunities.
7. Produce apprenticeship and wider training solutions that meet the employer's skills needs to drive business engagement in SEAS. Take responsibility for these key accounts (business customers) ensuring the SEATS has the opportunity to deliver quality and flexible service brokerage, meeting the needs of these employers.
8. To undertake regular reviews and relationship management meetings with employers e.g., to develop distance/online/flexible learning (to support residents and businesses) and to lead on employer engagement strategy.
9. To ensure new business opportunities are developed/reviewed on a regular basis through effective sales strategies.
10. To lead on developing SEATS business developments and to utilise SEATS assets e.g., service brokerage in skills shortages/ higher technical skill development.
11. To undertake senior administrative duties associated with the role including but not limited to daily summary reports and sending information to employers.
12. To provide analysis reports to the COO/Board on a weekly, monthly and annual basis – as required.
13. Create reports of service activity including research, meetings, evaluations, and record activity, using and creating secure systems.
14. Ensure data capture and storage of information complies with legal requirements and is robust and updated on a regular basis.
15. Maintains records on pipeline development, apprenticeship and wider opportunities and progress of potential apprentices.
16. Undertake direct contact with employers and strengthening the SEATS reputation through professional and effective execution.
17. Engage creatively with stakeholders to identify opportunities to collaborate with diversification of SEATS' service offer.
18. Represent the SEATS at trade exhibitions, networking events and wider promotional activity.

The duties and responsibilities listed are not exhaustive and SEATS may reasonably require the post holder to undertake duties and responsibilities not stated within this job description.

Person specification

Criteria	Essential	Desirable
<p>Qualifications</p>	<p>Previous experience in sales at management level is essential.</p> <p>Full clean driving license</p> <p>Evidence of continuing professional development</p>	<p>Educated to Level 5 preferred but not essential</p>
<p>Experience and Knowledge</p>	<p>Self-motivated and able to work under own initiative.</p> <p>Proven track record in successfully meeting and exceeding targets in related field-based sales and account management</p> <p>Proven track record in the development of employer relationships</p> <p>Clear understanding of current apprenticeship reforms, vision of future markets and opportunities and how these relate to local sectors and the opportunities they present for apprenticeships and wider industry-led training.</p> <p>Strong commercial/business awareness understanding of the local and national market and wider sector as well as understanding of local authority and Essex area skills opportunities.</p> <p>Ability to develop and manage solutions to promote apprenticeships and other opportunities.</p> <p>Effective quality control and continuous improvement in all aspects of the post</p>	<p>Experience of working with external partners and stakeholders</p>

	Must be well organised, presentable, professional and able to demonstrate a high level of accuracy.	
Skills and attributes	<p>Excellent management and organisational skills</p> <p>Ability to manage budgets</p> <p>Excellent communication and presentation skills</p> <p>Excellent numerical and written skills</p> <p>Have personal IT skills e.g. word, excel, outlook etc. to a high standard</p> <p>Commitment to educational values</p> <p>Ability to work flexibly to meet changing needs</p> <p>Ability to work effectively as a team member</p> <p>High level of personal integrity and confidentiality</p> <p>Commitment to own learning and development</p>	