

POST DESCRIPTION

Job Title:	Business Development Consultant
Responsible to:	NET Projects Manager
Responsible for:	N/A

1.	Job Purpose:
1.1	<p>The Business Development Consultant will be responsible for the account management and development of new relationships within the labour market, to support the NET Projects and TEC Partnership.</p> <p>Working closely with a range of internal and external stakeholders, the post holder will ensure that employer engagement activity builds strong sustained customer relationships and seeks out new business opportunities to deliver income targets, work placements and meaningful stakeholder engagement, which match and promote our offerings.</p> <p>Through a thorough training needs analysis BDC's will develop new business, negotiate, prepare proposals and be the point of contact for employers engaging with us for all funded and non-funded services.</p> <p>The BDC will be responsible for own daily output using internal CRM systems as well as being able to report sales data and insights on a regular basis.</p> <p>Being able to communicate and coordinate with internal teams to deliver solutions within agreed timeframes is essential.</p>

2.	Key Responsibilities:
2.1	Manage our territory by identifying and engaging with appropriate clients through cold calls, networking, marketing campaigns, social media and face to face meetings.
2.2	Effectively manage a caseload of employers whilst undertaking business development and business growth activities.
2.3	Ensure an established and proactive pipeline at all times.

2.4	Responds efficiently to leads and enquiries and responds with appropriate information about Group products and services.
2.5	Maintain up-to-date information on all customer interactions in the CRM database.
2.6	Maintains relationships with clients by providing support, information, and guidance; researching and recommending new opportunities; recommending education, training and skills products.

3.	Specific Duties:
3.1	Plan and priorities personal sales activities and client/prospect contact towards achieving agreed targets.
3.2	Contacts potential and existing clients to understand and quantify their requirements and budgets, and sell the advantages of employee development through the Grimsby Institute Group.
3.3	Prepare proposals and quotations.
3.4	Complete training needs analysis and coordinate service level agreements.
3.5	Participate in Group marketing activities at trade shows and conferences.
3.6	Develops an up-to-date knowledge of the characteristics, strengths and weaknesses of Group products and services.
3.7	Develops a good knowledge of the education, training and skills market; demand, competition and funding /prices.
3.8	Ensure employer surveys and evaluation forums are completed and up to date.
3.9	Monitor and account manage current clients.
3.10	Promote progression and liaise with all departments.
3.11	Engage with employees to complete the expression of interest to ensure eligibility of funded provision.
3.12	Coordinate employee engagement events within employer premises to maximize employer and employee engagement.
3.13	Undertakes any other duties, as directed by line manager, commensurate with the post.

4.	Budget Responsibility:
4.1	The post has no specific budget responsibility other than the general requirement to ensure that any spending they are responsible for is undertaken in accordance with the Group's purchasing and financial regulations .

5.	Continuing Professional Development:
5.1	The post holder will proactively take part in the Group Appraisal process and will appraise any staff they are responsible for.
5.2	The post holder must undertake all training deemed mandatory by the Group (e.g Safeguarding, Equality and Diversity and Health and Safety) and will be expected to attend all other relevant training and continuous professional development events. They are responsible for their own professional updating

6.	Health and Safety:
6.1	<p>The post holder will be required:</p> <ul style="list-style-type: none"> • To take reasonable care to safeguard their own safety and that of others with whom they work; • To cooperate with designated officers named by the Governors and/or the Principal and any other designated Institute manager to enable the Institute to comply with its obligations under Health and Safety legislation. • Not to interfere with or to misuse anything provided in the interests of health and safety or welfare. • To report immediately any defects in plant, equipment or the environment

7.	Equality and Diversity:
7.1	The Group is committed to the provision of equal opportunities and strives to ensure that unfair discrimination does not occur. All employees have a duty to ensure unfair discrimination does not occur and to support the implementation of the Institute Groups' Equality policy as appropriate.

8.	Safeguarding Children and Vulnerable Adults:
8.1	The Group recognises that it has a statutory and moral duty towards safeguarding the welfare of children, young people and, if appropriate, vulnerable adults who participate in any Institute group activities and expects all staff to share this commitment. All safeguarding mandatory training and updating must be undertaken (see 5.2)

9.	Group Policies and Procedures:
9.1	All staff are required to be aware of and comply with all Group Policies and Procedures which are accessed via the Virtual Learning Environment.

Note

This job description is current as at the date of your appointment. In discussion with your line manager your post description may be varied at any time to reflect or anticipate changes in or to the post and you may be required to undertake other duties commensurate with the grade of your post.

Please see following page for Person Specification

Qualities	Specific Requirements	E	D
Qualifications and Training	Level 3 in a marketing related qualification	E	
	Health and Safety Qualification		D
	Literacy and numeracy to at least level 2	E	
Specialist Knowledge	Up to date knowledge of Apprenticeship Frameworks	E	
	Up to date knowledge of local labour market information	E	
	Industrial/sector experience		D
Experience	Experience of employer engagement	E	
	Experience of working within a sales team	E	
	Experience of working on European funded programmes		D

Skills and Attributes	Good organisational and administrative skills	E	
	Excellent communication and interpersonal skills	E	
	Customer orientated	E	
	Adaptable and flexible	E	
	Enthusiastic and self-motivated	E	
	Ability to work effectively under pressure and meet tight deadlines	E	
	Effective self-management i.e. time management skills, ability to prioritise workloads etc.	E	
	Willingness to develop self and others	E	
Ability to build relationships of trust and respect	E		
Other	DBS check carried out on appointment	E	
	Fit for the duties of the post	E	

Qualities identified and determined by:

E = Essential

D = Desirable