

## Job Description – Business Development Manager

Located in	Reporting to	Hours
Greater Manchester	Head of Business Development	37.5 per week in line with business need.

### Job Purpose

To drive the growth and success of Acorn Training’s contracts in Greater Manchester. This involves building and maintaining strategic partnerships with new and existing employers, serving as a representative at key forums, effectively managing new business opportunities, and fostering local connections to secure support which ensures the sustained growth, achievement, and profitability of the designated contracts.

### Key Responsibilities

- Actively promote Acorn Training's services and training programmes effectively.
- Collaborate with the marketing team to develop and execute effective marketing campaigns.
- Identify and develop productive and sustainable relationships with potential employers, partners, and wider stakeholders.
- Actively prospect to maintain a strong pipeline of potential and future learners, employers, and referral partners relevant to the contract requirements.
- Be responsible for your pipeline of opportunities, including lead generation, meetings, and closing sales against the contract to grow its value.
- Manage your pipeline of data effectively and efficiently to maximise conversion rates and continuously strive to enhance it.
- Keep your knowledge up to date in all sectors to provide personalised, passionate, and ethical information, advice and guidance to potential employers and customers at all given opportunities.
- Use CRM and other systems accurately and consistently to document your progress with your pipeline, demonstrations, and meetings for daily forecasting.
- Work with your team to ensure a smooth transition from sale through onboarding to delivery.
- Attend networking events and exhibitions in your region to become familiar with your target audience and their needs.
- Share knowledge and best practices with your colleagues and peers to enhance the experience of potential customers.
- Contribute positively to the effectiveness and efficiency of the business, offering new suggestions and ideas wherever possible.
- Achieve the KPIs set on a daily, weekly, and monthly basis.
- Ensure consistently high levels of customer satisfaction and retention.

## Key Performance Indicators

- Achievement of sales and revenue targets
- Growth in employer, learner, and stakeholder Base
- Achievement of specific contract requirements
- Development of key partnerships
- Market share increase across region
- Positive brand image and recognition across region
- Timely and accurate reporting

## Health and Safety

- You will ensure you follow all Acorn Training health and safety guidelines and fire regulations set out in the policies, follow safe working practices, and complete all mandatory training requirements.

## General

- Be aware of and follow all Acorn Training policies.
- Have regular 121's throughout the year to monitor performance, objectives and progress and support your personal development and wellbeing.
- Take part in any required training needed to fulfil your role.
- Commitment to the Professional Standards – Values and Attributes, Professional Knowledge and Understanding and Professional Skills.
- Promote and uphold the principles, policies, and all relevant statutory requirements, including the Equality Act, the HASWA, GDPR and Safeguarding, including Prevent.
- Undertake such other duties as may be required from time to time commensurate with the level of the post.

## Person Specification

Criteria	Essential	Desirable
<b>Qualifications and specific training</b>	<ul style="list-style-type: none"> <li>• Level 3 Customer service, business development, sales management, or equivalent qualification</li> <li>• GCSE grade A*-C (or equivalent) in English and Maths</li> <li>• Full driving licence and access to vehicle with business use insurance</li> </ul>	<ul style="list-style-type: none"> <li>• Level 4 Management qualification</li> <li>• IOSH Health and Safety qualification</li> </ul>
<b>Experience</b>	<ul style="list-style-type: none"> <li>• Minimum of three years of business development experience, with a track record of meeting or exceeding sales targets.</li> <li>• Experience in the private training or education sector.</li> <li>• Prior experience in developing partnerships with other education providers.</li> </ul>	<ul style="list-style-type: none"> <li>• Demonstrated success in building and managing a sales team.</li> </ul>
<b>Knowledge</b>	<ul style="list-style-type: none"> <li>• Demonstrate a strong understanding of current business development and sales strategies.</li> <li>• Familiarity with industry regulations and compliance</li> <li>• Commitment to income generation and commercial activity.</li> </ul>	<ul style="list-style-type: none"> <li>• Understanding of adult learning principles and educational methodologies</li> </ul>
<b>Skills</b>	<ul style="list-style-type: none"> <li>• Excellent communication and presentation skills.</li> <li>• Customer-focused and client-centric mindset.</li> <li>• Strong negotiation and relationship-building abilities.</li> <li>• Strong analytical skills for data-driven decision-making.</li> <li>• Effective project management and time management skills.</li> <li>• Proactive and results oriented.</li> <li>• Adaptability and resilience in a dynamic industry.</li> <li>• Positive attitude and enthusiasm for the training sector.</li> <li>• Committed to continuous learning and self-improvement.</li> </ul>	<ul style="list-style-type: none"> <li>• Proficient in using sales and CRM software.</li> <li>• Entrepreneurial spirit and innovative thinking.</li> </ul>

**Last Reviewed: December 2023**