

**Please note that this document contains the job descriptions for both Business Development Consultant and Senior Business Development Consultant.**

Job Description	
<b>Job Title</b>	Business Development Consultant
<b>Main Purpose</b>	To support the College's ambitious plans for growth across multiple funding streams by proactively engaging with new businesses, as well as maintaining a high level of service with existing employers and stakeholders to sustain long-term relationships and create further opportunities for growth.
<b>Line Manager</b>	Business Development Manager
<b>Date Job Description Agreed</b>	06 November 2024

MAIN DUTIES	
<p><b>To be responsible for:</b></p> <ul style="list-style-type: none"> <li>a) identifying, engaging and developing new business through a variety of business development approaches, including sales calls, meetings, presentations, events and networking;</li> <li>b) producing, organising and delivering targeted campaigns to generate new leads working with a range of colleagues across the organisation;</li> <li>c) developing detailed business proposals for employers with support from Curriculum teams;</li> <li>d) providing the highest levels of customer service and account management, offering advice and support to employers across the whole College provision and promoting the benefits of workforce development and/or recruiting apprentices;</li> <li>e) working to monthly recruitment targets and KPIs and reporting forecasts to the Business Development Manager on a regular basis;</li> <li>f) monitoring closely developments within the sector to ensure the College is abreast of new opportunities and remains competitive at all times;</li> <li>g) supporting other members of the Business Development Team on a range of activities as and when required;</li> <li>h) assisting the Business Development Manager in the interpretation of MI reports, and in detecting trends and patterns in employer and learner activity;</li> <li>i) co-ordinating the compliance of relevant policies and procedures including Health and Safety assessments of employer's premises, ensuring timely completion;</li> <li>j) attending awareness-raising events in College and at employers' premises;</li> <li>k) carrying out a range of administrative duties that supports the service in meeting its compliance obligations in relation to workforce development and/or recruiting apprentices;</li> <li>l) working closely with the recruitment team to ensure all vacancies are promoted in a timely manner;</li> </ul>	

**General duties of all staff**

- m) safeguarding and promoting the welfare of children, young people and vulnerable adults;
- n) ensuring that safe working practices are adopted in compliance with relevant health and safety regulations;
- o) demonstrating commitment to the principles of equality of opportunity and treatment, and complying with the requirements of relevant equal opportunities legislation;
- p) assisting in carrying out quality assurance procedures;
- q) attending and contributing to appropriate team meetings in order to enhance co-operative working relationships and standards of service delivery;
- r) participating in performance management procedures and undertaking staff training;

**Undertaking such other duties commensurate with the grade of the post as may reasonably be required.**

**Person Specification**

<b>Job Title</b>	Business Development Consultant
<b>Main Purpose</b>	To support the College's ambitious plans for growth across multiple funding streams by proactively engaging with new businesses, as well as maintaining a high level of service with existing employers and stakeholders to sustain long-term relationships and create further opportunities for growth.

ATTRIBUTES	ESSENTIAL	DESIRABLE
<b>Qualifications</b>	<ul style="list-style-type: none"><li>• a relevant professional qualification at Level 2 or above or equivalent relevant employment experience</li></ul>	<ul style="list-style-type: none"><li>• a sales qualification</li><li>• a basic Health &amp; Safety qualification</li></ul>
<b>Experience</b>	<ul style="list-style-type: none"><li>• of success i.e. proven track record in business development</li><li>• of meeting targets and deadlines within a demanding environment</li></ul>	
<b>Skills and abilities</b>	<ul style="list-style-type: none"><li>• to communicate clearly and effectively in presentations and meetings</li><li>• to write reports, proposals and adverts</li><li>• to plan and organise own workload whilst maintaining high standards of performance to achieve the College's short and long term goals</li><li>• to work under pressure, meeting agreed targets and deadlines</li><li>• to form positive and professional relationships with employers and colleagues by working as an effective member of the team</li><li>• to be persuasive and diplomatic</li></ul>	

<b>Knowledge and understanding</b>	<ul style="list-style-type: none"> <li>• of the importance of excellent customer care necessary to achieve high quality results</li> <li>• of the financial impact of not achieving targets in an agreed timescale</li> <li>• of the use of IT to complete tasks</li> </ul>	<ul style="list-style-type: none"> <li>• of work-based learning programmes particularly apprenticeships and/or adult learning programmes</li> </ul>
<b>Personal qualities</b>	<ul style="list-style-type: none"> <li>• target-driven with a high level of self-motivation</li> <li>• a positive, business-like approach to work including a readiness to work flexibly</li> <li>• well-organised, enthusiastic and confident</li> <li>• ambition and initiative</li> <li>• reliability and integrity</li> </ul>	
<b>Other requirements</b>	<ul style="list-style-type: none"> <li>• a credible personal presence</li> <li>• full UK driving licence and access to a vehicle for business use (or access to equivalent mobility)</li> </ul>	

<b>Job Description</b>	
<b>Job Title</b>	<b>Senior Business Development Consultant</b>
<b>Main Purpose</b>	To support the College's ambitious plans for growth across multiple funding streams by proactively engaging with new businesses. Leading projects, as well as maintaining a high level of service with existing employers and stakeholders to sustain long-term relationships and create further opportunities for growth.
<b>Line Manager</b>	Business Development Manager
<b>Date Job Description Agreed</b>	06 November 2024

<b>MAIN DUTIES</b>
<p><b>To be responsible for:</b></p> <ul style="list-style-type: none"> <li>a) identifying, engaging and developing new business through a variety of business development approaches, including sales calls, meetings, presentations, events and networking;</li> <li>b) taking the lead to produce, organise and deliver targeted campaigns to generate new leads working with a range of colleagues across the organisation;</li> <li>c) project leadership as new business opportunities arise, or leading on key tasks such as public sector procurement framework responses;</li> <li>d) developing detailed business proposals for employers with support from Curriculum teams;</li> <li>e) providing the highest levels of customer service and account management, offering advice and support to employers across the whole College provision and promoting the benefits of workforce development and/or recruiting apprentices;</li> <li>f) working to monthly recruitment targets and KPIs and reporting forecasts to the Business Development Manager on a regular basis;</li> <li>g) monitoring closely developments within the sector to ensure the College is abreast of new opportunities and remains competitive at all times;</li> <li>h) supporting other members of the Business Development Team on a range of activities as and when required, such as mentoring new starters;</li> <li>i) assisting the Business Development Manager in the interpretation of MI reports, and in detecting trends and patterns in employer and learner activity;</li> <li>j) attending meetings for the Business Development Manager as and when required;</li> <li>k) co-ordinating the compliance of relevant policies and procedures including Health and Safety assessments of employer's premises, ensuring timely completion;</li> <li>l) attending awareness-raising events in College and at employers' premises;</li> <li>m) carrying out a range of administrative duties that supports the service in meeting its compliance obligations in relation to workforce development and/or recruiting apprentices;</li> </ul>

n) working closely with the recruitment team to ensure all vacancies are promoted in a timely manner;

**General duties of all staff**

safeguarding and promoting the welfare of children, young people and vulnerable adults;

- o) ensuring that safe working practices are adopted in compliance with relevant health and safety regulations;
- p) demonstrating commitment to the principles of equality of opportunity and treatment, and complying with the requirements of relevant equal opportunities legislation;
- q) assisting in carrying out quality assurance procedures;
- r) attending and contributing to appropriate team meetings in order to enhance co-operative working relationships and standards of service delivery;
- s) participating in performance management procedures and undertaking staff training;

**Undertaking such other duties commensurate with the grade of the post as may reasonably be required.**

## Person Specification

<b>Job Title</b>	<b>Senior Business Development Consultant</b>
<b>Main Purpose</b>	To support the College's ambitious plans for growth across multiple funding streams by proactively engaging with new businesses. Leading projects, as well as maintaining a high level of service with existing employers and stakeholders to sustain long-term relationships and create further opportunities for growth.

Attributes	Essential	Desirable
<b>Qualifications</b>	<ul style="list-style-type: none"> <li>• a relevant professional qualification at Level 3 or above or equivalent relevant employment experience</li> </ul>	<ul style="list-style-type: none"> <li>• a sales qualification</li> <li>• a basic Health and Safety qualification</li> </ul>
<b>Experience</b>	<ul style="list-style-type: none"> <li>• of success i.e. proven track record in business development</li> <li>• of meeting targets and deadlines within a demanding environment</li> <li>• of leading projects and mentoring staff</li> </ul>	<ul style="list-style-type: none"> <li>• of business development within the education sector</li> </ul>
<b>Skills and abilities</b>	<ul style="list-style-type: none"> <li>• to communicate clearly and effectively in presentations and meetings</li> <li>• to write reports, proposals and adverts</li> <li>• to plan and organise own workload</li> </ul>	

	<p>whilst maintaining high standards of performance to achieve the College's short and long term goals and priorities</p> <ul style="list-style-type: none"> <li>• to work under pressure, meeting agreed targets and deadlines</li> <li>• to form positive and professional relationships with employers and colleagues by working as an effective member of the team</li> <li>• to be persuasive and diplomatic</li> </ul>	
<b>Knowledge and understanding</b>	<ul style="list-style-type: none"> <li>• of the importance of excellent customer care necessary to achieve high quality results</li> <li>• of the financial impact of not achieving targets in an agreed timescale</li> <li>• of the use of IT to complete tasks</li> </ul>	<ul style="list-style-type: none"> <li>• of work-based learning programmes particularly apprenticeships and/or adult learning programmes</li> </ul>
<b>Personal qualities</b>	<ul style="list-style-type: none"> <li>• target-driven with a high level of self-motivation</li> <li>• a positive, business-like approach to work including a readiness to work flexibly</li> <li>• well-organised, enthusiastic and confident</li> <li>• ambition and initiative</li> <li>• reliability and integrity</li> </ul>	
<b>Other requirements</b>	<ul style="list-style-type: none"> <li>• a credible personal presence</li> <li>• full UK driving licence and access to a vehicle for business use (or access to equivalent mobility)</li> </ul>	