

## Job description

### Learning and Development Manager



Salary: Up to £30,000 package

Location: Home-based working virtually

Living in England

Job type: Permanent [after probationary period of 6 months], fixed term contract option

Reporting initially to the Head of Business Development, this role is about developing and building SDN's products and services with UK employers leading to an increase in sales and revenue from this area of business. You will work with the whole team to develop new services, maintain and refresh existing services and ensure our online marketing strategy effectively targets employers in both the private and public sectors. SDN operates almost entirely in an online environment delivering training and consultancy services that assist our customers with their own management of workforce development and training especially directed at those new to the labour market. This position will support the company to accelerate new business growth when many organisations face a daunting challenge of recovering from the effects of the Covid 19 pandemic.

The focus will be on:

- developing and building services and products for UK employers
- understanding UK Government public funded training programmes and determine how they can best be presented to SDN employer customers and complimented with SDN services
- support marketing to employers and generate new leads and sales
- overseeing account management for employer clients and reviewing and streamlining our customer handling systems for UK employers
- networking with employer organisations, professional bodies and sectors organisations to collect intelligence on employer needs
- making effective use of our HubSpot CRM in relation to employers

We are looking for someone who has a strong track record in these areas. You will enjoy an operating business culture of creative problems-solving as part of the general business activity and in contributing to client projects and contracts. SDN is a small agile private sector company that works on a personal achievement culture where individuals and teams collaborate to meet a high level of performance.

Benefits include working from home, 25 days paid annual leave plus statutory holidays.  
Service loyalty and performance qualifies for entry to the company employee share scheme.

### **Main duties and responsibilities**

1. Review, develop, and deliver services for UK employers
2. Advise on how best to develop online marketing for our service offers to employers
3. Lead on creating proposals for employer customers that increase sales
4. Lead on managing customer relationships with employer customers
5. Develop and create appropriate content for the employer market they can be used for marketing, SDN's website, blogging, and for inclusion in resource guide and toolkits
6. Lead on reviewing and updating SDN's customer handling systems for employers
7. Collaborate on effective use of SDN's HubSpot CRM for service delivery, customer care and business development
8. Support SDN's operational activities by providing insights into the employer perspective
9. Continuously report on and improve SDN's activity with employers
10. Where possible, directly contribute to SDN's customer-facing and fee-earning activities, and proactively, contribute to the growth and success of the business

<b>Attribute</b>	<b>Description</b>	<b>Essential / Desirable</b>
Experience	Substantial experience of working within the learning and skills or training department of a UK employer	Essential
Experience	Managing apprentices, work experience placements, or similar programmes from within a UK employer	Essential
Experience	Work with education and skills providers in the UK and an understanding of the relationship they have with employers	Essential
Experience	Working at a managerial level and able to present confidently to senior managers	Essential
Experience	Writing and presenting professional proposals to win business with employers	Desirable

<b>Attribute</b>	<b>Description</b>	<b>Essential / Desirable</b>
Skills	Information and communication technologies, in particular Microsoft Office, Teams, and Zoom to a high standard.	Essential
Skills	Team working and communications especially in a distributed and virtual environment	Essential
Skills	Managing and participating in online meeting activities	Essential
Behaviours	Crisp and clear written communication	Essential
Knowledge	The learning and skills system in the UK, preferably including the apprenticeship and technical education system	Essential
Knowledge	Recent HR policy that impacts on learning and skills	Desirable
Qualification	Relevant apprenticeship, degree or professional qualification	Desirable
Qualification	Evidence of continuous professional development	Desirable