

Job description



Business Development Manager [learning & development services]

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 to the Head of Business Development, this role is about developing and building SDN's learning and development 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, and to refresh existing services. You will have an important role in marketing and developing new business with employers in both the private and public sectors.

SDN operates almost entirely in an online environment delivering training and consultancy services, and resources. We support customers with their management of workforce development and training, especially in relation to government funded learning, skills and employment schemes.

The focus will be on:

- developing and building learning and development services and products for UK employers
- understanding UK Government public funded training programmes and how they can best be presented to SDN employer customers and complimented with SDN services
- reviewing and streamlining our customer handling systems for UK employers
- networking with employer organisations, professional bodies and sector and trade organisations to collect intelligence on employer needs and to promote SDN services
- making effective use of our HubSpot CRM in relation to employer customers

You will enjoy a business culture of creative problem-solving. 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 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. Lead on reviewing and updating SDN's customer handling systems for employers
6. Develop and create content for the employer market that can be used for marketing, SDN's website, and for inclusion in resource guide and toolkits
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

Attribute	Description	Essential / Desirable
Experience	Business and product development in a business-to-business professional services environment	Essential
Experience	Creating new and innovative services, testing and bringing them rapidly to market	Essential
Experience	Learning and skills or training within a UK employer	Essential
Experience	Managing apprentices, work experience placements, or similar programmes within a UK employer	Essential
Experience	Working with education and skills providers in the UK and an understanding of the relationship they have with employers	Desirable
Experience	Writing and presenting professional proposals to win business with employers	Essential
Experience	Building relationships with key accounts and customers	Essential
Skills	CRM systems, especially HubSpot	Essential
Skills	Analytical performance management and reporting	Essential
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	Confidence at working with senior managers <u>and</u> able to take initiative and drive innovation	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

Attribute	Description	Essential / Desirable
Knowledge	Recent HR and workforce development policy that impacts on learning and skills	Desirable
Qualification	Relevant apprenticeship, degree or professional qualification	Desirable
Qualification	Evidence of continuous professional development	Desirable