

Business Development Manager

Salary: £51,045 - £54,447 per annum (Grade 12)

Contract type: Full-time, Permanent

We're looking for a highly enthusiastic, sales focused individual to come and join our Business Development team as a Business Development Manager.

The challenge

At WJEC, we contribute to our education communities by providing trusted qualifications and specialist support, to allow our learners the opportunity to reach their full potential. This is a fantastic chance to be part of an organisation that both encourages and enhances the minds of tomorrow.

The role

Working within the sales and marketing team at WJEC, the post holder will undertake business development activity to support the growth of vocational qualifications in further education and work-based learning sectors. The post holder will be responsible for engaging with Further Education and private training providers across both England and Wales. The role reports directly into the Business Development Director.

About you

To thrive in this role, you will need experience of working within a sales role, ideally within the education sector. You will be a strong communicator and self-motivated individual that thrives in a results-orientated environment.

Benefits

We offer a range of excellent benefits and take pride in being an inclusive and supportive place to work. Highlights include: 25 days annual leave per year (in addition to 16 statutory / additional holidays), free Welsh lessons, a competitive pension scheme and numerous family friendly policies.

If you would like to know more about this role, or about working at WJEC, please do not hesitate to contact our HR team (HR@wjec.co.uk), who will be more than happy to help.

Please visit [our website](#) to download a copy of the job description and application form.

Closing date: 23:59, Sunday 26 November 2023

Interviews are expected to take place in the week commencing 04 December 2023.

JOB DESCRIPTION

Job Title:	Business Development Manager (BDM)
Department:	Business Development
Section:	Sales
Responsible to:	Business Development Director
Grade:	12
Location:	Hybrid – Western Avenue
Main purpose of Job:	

The Business Development Manager (BDM) will directly contribute to WJEC’s success by delivering the growth areas as set out in our commercial strategy. The post holder will be responsible for managing the entire sales cycle, from lead generation/initial contact to closing deals. Building strong and successful partnerships across the education sector in Wales and England.

The Business Development Manager will be responsible for the growth and retention of the WJEC’s post 16 vocational qualifications In England and Wales. The BDM will also work with employers and employer groups to ensure that our qualification portfolio aligns to their future skills gap.

Principal Duties and Responsibilities:

Business development

- To help the business achieve its targets in relation the number of centres taking WJEC post 16 educational vocational qualifications.
- To encourage and facilitate movement from other awarding bodies to the WJEC
- To provide relevant support and guidance to retain the entry of those centres at risk of leaving;
- To encourage centres already with WJEC to take up other vocational qualifications under the and to contribute to meeting growth targets;
- To introduce WJEC vocational qualifications to centres not currently using them;
- To provide market intelligence relating to colleges, private training providers, employer training providers to the Wales and England stakeholder events
- To maintain a sales pipeline to track progress against growth and retention targets

Development of Services and Resources relevant to WJEC / Eduqas qualifications

- To use professional expertise and educational experience to contribute proactively and innovatively to developments relative to WJEC qualifications, by reporting back on views gathered both formally and more informally;
- To advise centres on the nature of educational resources available to support the teaching and learning of WJEC Vocational Qualifications
- To advise colleagues at the WJEC on customer emerging needs with regard to qualifications, resources and administrative aspects.

Other Responsibilities

- To work closely with the Business Development Director and other WJEC staff to identify and promote good practice and overcome challenges in centres;
- To keep appropriate records of contacts, visits and actions;
- From time to time to undertake other duties e.g. in support of other WJEC initiatives.

Person Specification

Job title:	Business Development Manager (BDM)
Department:	Business Development

Highly Desirable criteria are the optimum skills and experience the applicant will ideally have. Desirable criteria are those which would add value to the job if present, and also include potential for growth and development into the role.

Skills and Abilities

Highly desirable

- An effective consultative sales professional
- Well-developed written and verbal communication skills
- Commercial acumen and problem-solving capabilities.
- An effective negotiator
- Ability to work under pressure, meet deadlines and manage priorities.
- A unique business development spirit that drives your passion for results
- Ability to build successful professional relationships and networks

Desirable

- Sales experience within the further education sector in England and Wales
- Welsh language skills, both written and oral.

Knowledge

Highly desirable

- Ability to self-generate leads via direct and indirect selling techniques.
- An understanding of the education sector and vocational qualifications

Desirable

- Understanding of the differing customer and regulatory requirements in the post 16 further education sector in England and Wales.

Experience

Highly desirable

- Demonstrable experience of working in a Business Development role successfully
- Experience of working in B2B sales environment
- Experience of working in educational sales

Desirable

- Experience of working in post 16 further education sales in England and Wales

Training / Qualifications

Other Requirements

Desirable

- Clean driving licence and access to a car

