

Job Description

JOB TITLE:	Business Development Manager
POSITION:	Permanent
LOCATION:	Remote
REPORTS TO:	Director of DNA Awarding

THE ROLE

As a Business Development Manager at DNA Awarding you will be responsible for creating and fostering relationships with current and potential training providers and employers which in turn leads to an increase in apprentices benefitting from our End-Point Assessment services.

You will use market intelligence to proactively identify and engage customers who are aligned to our values and where you can work with them to realise the long term partnership potential in driving excellence in apprenticeships through our collaborative approach.

Having excellent commercial acumen and an understanding of apprenticeships and associated funding is a must, as well as the challenges faced by our customers in the wider post-16 sector.

As an integral part of the DNA Awarding team, you will have a strong desire to succeed as part of a high performing team and have a relentless appetite to support the ambitious growth of the organisation.

KEY RESPONSIBILITIES

- Generate sales leads from various business development activities using all sources of intelligence available.
- Carry out calls, presentations and visits as necessary in the engagement of current and potential customers to secure new business.
- Identify and participate in relevant networking activities.
- Create proposals and proactively follow up on all leads.
- Participate in any tender or bid activity as required.
- Work with the Director of DNA Awarding on and contribute to future growth strategies.
- Maintain knowledge on all services offered by DNA Awarding.
- Maintain contact with current customers and identify further opportunities to upsell DNA Awarding services and increase assessment volumes.
- Represent DNA Awarding at events and conferences leading on exhibitions and other associated activities.
- Strive to achieve agreed KPIs in relation to revenue growth.
- Ensure all associated systems are kept up to date with sales activity and progress.
- Gather and keep up to date with market data to support business development activity and target areas.
- Keep up to date with sector developments in apprenticeships, End-Point Assessment and the wider post-16 sector.
- Provide updates and reports as required to the Director of DNA Awarding.
- To execute all activities in line with DNA Awarding values.

DO YOU HAVE WHAT WE ARE LOOKING FOR?

Essential

- Experience in a business development role within the post-16 sector with a track record of sales success and building strong relationships.
- An in depth understanding of apprenticeships, End-Point Assessment and the wider post-16 sector.
- Full, clean, UK driving license and use of a vehicle for national travel.
- Advanced commercial awareness and knowledge of funding within apprenticeships.
- Strong influencing and relationship building skills.
- Outstanding organisational and time management skills.
- Ability to be flexible in your work approach whilst solving problems independently.
- Excellent written and verbal communication skills with the confidence to present and converse at senior levels.
- Competent in the use of IT packages and confident with web-based IT systems.
- Consistent and high level of accuracy in undertaking work tasks to the highest standards of quality.

Desirable

- Experience of working for an awarding organisation in a business development role.
- Experience of identifying and implementing growth strategies.

ARE YOU A DNA AWARDING PERSON?

- **You are approachable and honest**
- **You have a passion for building effective relationships**
- **You are forward thinking**
- **You are willing to bring new ideas to the table**
- **You realise by working as team we can achieve our collective goals**

This job description does not represent a finite list of duties and you may be called upon to undertake further duties or additional duties not already mentioned but in accordance with your post and as reasonably required for the success of the department and DNA Awarding.

