

# Job Description – Business Development Manager for Construction

Role Title: Business Development Manager, Maternity Cover	Salary: £35,096 - £38,342
Normal Place of Work: South Bristol Skills Academy, with travel to other campuses and external locations when required	Line Manager: Head of Employer Engagement, Business Development and Sales
Normal Working Hours: 37 hours per week (1:00 FTE)	Responsible For: N/A

## Purpose of role

The role of Business Development Manager is key to ensuring the success of the College’s strategy to rapidly expand our employer-facing work, including apprenticeships and full cost courses, as well as in promoting and cross-selling the full range of College provision (including that offered by College subsidiaries). You’ll be keen to work within a busy fast-paced team, and bringing your excellent communication skills you will engage our stakeholders, reach new customers and grow our reputation as a leading provider of education in Bristol.

Focusing on identifying new opportunities, and liaising with employers across Bristol, regionally and nationally, you will secure new business and grow the pipeline of profitable, high-quality apprenticeships and training to be provided by the College.

Additionally, you will collaborate with the Business Development Team to attract and secure new business; working with colleagues across curriculum delivery areas in order to ensure that new employers experience a seamless handover to the delivery side of the College.

## Our Approach

The College adopts a people-first approach. This provides a highly supportive, flexible approach to enabling everyone to excel within their roles and to reach their full potential. You can expect the following:

- The 'Right to Disconnect' from work outside of your normal working hours
- A supportive, highly utilised hybrid working policy
- An Aspiring Leaders programme open to all
- Management Academy for all management roles covering management skill and internal processes
- Welfare Rooms at all our sites for professional breakout and relaxation spaces
- A bespoke programme of recognition, reward and celebration for colleagues throughout the year to recognise your hard work.

Inclusivity and equality of opportunity is core to our College community and we expect everyone to display our values. Our students come from diverse backgrounds and the communities we serve are diverse too. The College employs

great people from a wide variety of backgrounds, not just because it's the right thing to do, but because it makes our College community stronger. So, do our values speak to you?

- **Boldness:** We will innovate and take risks for the benefit of our students, communities and employer stakeholders.
- **Respect:** We will work and learn in an environment of mutual respect, valuing diversity.
- **Inclusion:** We will be ambitious for all of our students, colleagues and stakeholders.
- **Sustainability:** We will commit to sustainable practices and green skills delivery.
- **Teamwork:** We will work collaboratively, and our teamwork will deliver high performance.
- **Openness:** We will be open to new ideas, perspectives, cultures and learning experiences, creating an inclusive and welcoming environment.
- **Learning:** We commit to lifelong learning, continuously striving for knowledge, skills, and innovation.

## College Benefits for self-care: Quick Reference

- two-week Christmas Closure without the need to use your holiday allowance
- paid time off for volunteering in the community
- cross-college and individual professional development opportunities all year round
- family and lifetime friendly policies such as flexible working, paid time off for fertility treatment, menopause support, and a variety of online shopping discounts available.

Full details on all our employee benefits can be [found here](#).

## What will the job entail?

- Working with colleagues including other Business Development Managers, the wider Business Development Team and Work Based Curriculum to identify key strategic areas for growth which meet the College's strategic aims.
- Generating your own leads via field sales, cold calling, networking and presentations to secure new employer accounts and promote City of Bristol College as the Training Provider of choice.
- Building key customer relationships, identifying business opportunities in response to market intelligence, skills gaps and the College's curriculum strategy
- Giving advice and support to employers regarding the Apprenticeship Levy and utilise other funding to grow the workforce and enable staff to complete training.
- Undertaking Organisational Needs Analysis and design / develop training plans to meet employer's needs.
- Managing and maximise employer relationships to secure new/repeat business ongoing.
- Working to monthly targets based on learner starts, referrals and value of training.
- Keeping up to date with competitor's strengths and weaknesses, evaluating the market and scoping out new opportunities.
- Gathering comprehensive sector knowledge to feed back to the wider college to ensure we are able to respond to changes in the marketplace.
- Actively contribute to business planning and performance monitoring to support delivery through effective account management.
- Working alongside the Business Development & Marketing Team to develop the relevant materials to support engagement when required.
- Identifying key employers, or employer groups, and lead on ensuring targeting of employers in partnership with Business Development Managers and the Marketing team.

- Working with the Business Development Managers and Marketing to promote Apprenticeships and training through social media / LinkedIn / cold calling / prospecting.
- Identifying and attend networking events when required
- Ensuring the system (pro-engage) holds accurate information for both employer and apprentice.
- Supporting with administration and preparation of bids.
- Playing an active role in supporting all areas of the team to deliver the highest quality of customer service and care. This includes but is not limited to, enquiry handling, DAS advertisement, candidate selection, interview arrangement, finalised paperwork and effective administration.
- Supporting enquiry conversion to enrolment is securely managed and that the process is timely for both employer and learner add in apprenticeship enquiry conversion.
- Providing support for the quality checking of apprenticeship paperwork and processes as advised by the Apprenticeship Recruitment Team Leader or other colleagues.
- Working flexibly to ensure that customers are put first and receive a high-quality experience and interaction with the College.
- Liaising with employers on how to use the DAS and provide them any information required to advertising vacancies and add apprentices when required.

## Who will I work with?

Team working is a key part of working in a college. These are the key teams and individuals you will work with in this role.

College Leadership Team (CLT)	Ensure an integrated college approach to cross-portfolio initiatives by effective communication with CLT
Strategic Leadership Team (SLT)	Ensure an integrated college approach to cross-portfolio initiatives by effective communication with SLT
Partners in Bristol	Ensure an integrated college approach to cross-portfolio initiatives by effective communication with PiB
Heads of Department & Apprenticeship Trainers	Working with colleagues across curriculum delivery areas to embed services for new and existing customers
College staff across all departments	Share information and resolve issues by participating in meetings and responding to enquiries.
External Customers and Partners	Develop the reputation of the college as a provider of choice and to utilise customer and partner feedback to generate new business and growth an maintain and develop existing relationships. To play a dynamic role in the delivery of college Employer Engagement Strategy

## There are some other things that we are all responsible for, whatever your role. These are;

- Being a champion and advocating for Equality and Diversity throughout College and behaving in a manner that displays British Values.
- Embedding safeguarding into your / your teams working practices and escalating any safeguarding concerns immediately in line with the College's safeguarding policy. All new employees to the College are required to complete and obtain an enhanced DBS disclosure. Further information will be sent to all prospective colleagues as part of the application process.
- Embedding Health and Safety best practices and ensuring a safe working environment for everyone, according to the Health and Safety at Work Act.

- Modelling and promoting high expectations in and around the College
- Actively participating in your appraisal, contributing to a culture of self-reflection, wellbeing and professional growth
- Representing and promoting the College internally and externally and acting as an ambassador
- Promoting the College's student first ethos by supporting at College open events to provide a quality experience for perspective students
- Engaging in implementing changes and promoting innovation as this is actively encouraged
- Undertaking other reasonable duties commensurate with the level of your post.

## Person Specification

Shortlisting is completed by hiring managers against the Person Specification criteria. Please ensure you demonstrate in your application how you meet the Person Specification criteria outlined below to ensure your application has the best chance of success at shortlisting stage.

	Essential	Desirable	How assessed*
<b>QUALIFICATIONS</b>			
GCSE at levels A - C including Maths and English or equivalent	✓		AF/Cert
Degree or equivalent level qualification		✓	AF/Cert
<b>KNOWLEDGE AND EXPERIENCE (UP TO DATE/ CURRENT)</b>			
Proven experience of securing Levy Employer accounts within the Apprenticeship Training sector is desirable.		✓	AF/IV
Experience of Sales and Targets	✓		
Experience of managing projects in an education setting		✓	
Excellent knowledge of Apprenticeship funding and the Levy.	✓		AF/IV
Experience of achieving targets in regards to Learner starts.	✓		AF/IV
Proven experience of developing relationships, influencing and negotiating with employers to secure new business.	✓		AF/IV
Time management and organisational skills.	✓		AF/IV
Proven experience of securing Levy Employer accounts within the Apprenticeship Training sector is desirable.		✓	AF/IV
Excellent knowledge of Apprenticeship funding and the Levy.	✓		AF/IV
An understanding and commitment to equality and diversity.	✓		AF/IV
Knowledge of FE or HE sector.		✓	AF/IV
<b>SKILLS AND ABILITIES</b>			
Good analytical skills.	✓		AF/IV
Excellent communication, presentation, written and verbal skills.	✓		AF/IV
Strong IT skills, familiar with Microsoft Office applications.	✓		AF/IV
Highly organised and able to prioritise and meet deadlines in a busy working environment with possible conflicting priorities.	✓		AF/IV
Excellent interpersonal and influencing skills	✓		AF/IV
Ability to successfully demonstrate a proactive approach to work and negotiation with clients.	✓		AF/IV

**Job Description and Person Specification**

Demonstrate creativity and innovation in development of the service	✓		AF/IV
This job entails travel throughout the Bristol and South Gloucestershire area. Must hold a full, UK driving licence and access to own vehicle and must be flexible with travel	✓		IV
You should be flexible and be able to work with a minimum of supervision.	✓		IV
A standard 37 hours a week is in operation but at times during the year this may need to be exceeded, time off later will be allowed. Some evening and weekend working could be required.	✓		IV