

Job Title: Business Development Manager – Professional Development

Department: Professional Development

Location: London or Manchester

Contract: Full time

Reporting to: Managing Director – Professional Development

Job Purpose:

To sell training solutions across the corporate and public sectors from short courses to multi-day/multi online module programmes. To maintain, grow and increase revenue across some existing but mostly new clients around the UK. The BDM role will be responsible for building strong relationships across all industries and sectors, helping to develop programme propositions that, as far as possible, reflect the range of specialist courses offered by BPP and the individual requirements of its client base. The focus is on developing new business and managing client relationships.

Job Background:

The role sits in the Professional Development division within BPP Professional Education Limited. The Professional Development team specialise in the provision of short training courses and more complex training solutions to corporate clients. The role will need to liaise closely with the Programme Managers, Programme Support Managers, the PD operations team, marketing and the wider BPP sales teams. This person will be expected to sell all courses from BPP Professional Development's portfolio.

This role focusses mainly on the acquisition of new clients through a combination of picking up in-bound leads and also standard and new business development techniques. This person will then be expected to maintain a relationship with those clients to ensure they continue to use BPP for further Professional Development or other services that BPP offer. This role will have a primarily B2B (in-house) focus, but where necessary, large clients who book their courses publically may also need support.

Key Responsibilities:

- Development of a targeted potential client list to grow sales of Professional Development training solutions.
- Development of a sales execution plan to sell all PD products to reach an agreed sales target.
- To maintain a pipeline of opportunities and pursuits which are actively managed to conclusion. The CRM system, Sales Force, will be used to manage all opportunities
- Assist with the production of reports & management Information as required
- Liaising with presenters to run courses
- Competitor monitoring/analysis and feedback to your line manager and the programme manager for law on programmes that are selling and potential developments needed
- Product knowledge of all PDs courses (assessed and unassessed) – including presenter's capabilities, competencies and feedback
- A working knowledge of all other products sold within BPP
- Effectively undertake any other duties as required

Development Opportunities:

The candidate will be part of a small professional team focussing on serving the needs of clients primarily in the accounting, legal and financial services sectors, throughout their career development. This candidate will also have the opportunity to learn more about Sales and Marketing, by and to professionals in a large multi-national company deeply involved in emerging training and educational markets. There will be opportunities to grow and develop as a professional into other areas of the business.

Knowledge, skills and experience:

Candidates should possess good inter-personal skills and have a good telephone manner. They need to be commercially minded and the role will require meeting key clients face to face and possibly presenting in public. Therefore, excellent communication and stakeholder management skills are essential. The role is likely to require some UK travel.

- Experience in business development roles will be preferred.
- Experience in working in the Accountancy, Financial Services, the Legal field or Tech solutions will be preferred.
- Experience with spreadsheets and recording leads via CRM systems is preferred.
- An understanding of financial information is extremely useful.
- Familiarity with social networks and new business development techniques would be highly desirable.
- Experience of Access / Excel / Word & Outlook / CRM systems
- Continuously improves professional and technical skills/knowledge
- Demonstrates awareness of & identifies goals for self-fulfilment / development, quality improvement
- Good time management
- Ability to maintain appropriate professional relationships within the PD division and externally – networking within the business will be expected
- Willingness to promote management decisions & contribute to identified tasks
- Suggests & promotes appropriate initiatives/ideas which may directly or indirectly benefit BPP