

# JOB DESCRIPTION

<b>Vacancy reference:</b>	SRF30489/30490
<b>Post Title:</b>	Business Development Executive
<b>Grade:</b>	Grade 5
<b>School/Department:</b>	Henley Business School (Executive Education)
<b>Reports to:</b>	Head of Open Programmes or Head of Custom Programmes
<b>Responsible for:</b>	None

## Purpose

Develop pipeline and recruit participants across the portfolio of Open, Apprenticeship Levy, Custom and Henley Partnership programmes by converting enquiries as well as proactively generating and following through leads with current and prospective client companies and individuals. To support the conversion of leads to business, through a consultative approach and excellent client relationship management, to achieve annual cohort and revenue targets for coaching qualifications.

## Main duties and responsibilities

- Respond to and follow up all incoming enquiries with the highest levels of service excellence. Identify, qualify and convert leads and identify potential cross-selling opportunities i.e. HR and L&D professionals for open, custom, apprenticeship levy and Henley partnership executive development programmes.
- Proactively develop opportunities through target segmentation, telephone, email and social media activity.
- Develop and maintain an in-depth knowledge of Henley Business School's executive development portfolio and other HBS executive education offerings from a business development perspective.
- Maintain and manage customer relationship information on the School's Customer Relationship Management system (CRM). Use CRM in a consistent manner to enable efficient client / prospect management and effective reporting.
- Contact alumni and participants post-programme to discuss and promote referrals to friends and colleagues.
- Follow up leads generated by marketing campaigns and events to ensure set revenue and cohort targets are met.
- Work with the Business Development Managers to identify and qualify future key accounts.
- Interact with clients whilst they are attending programmes if required.
- Assist with producing, editing and proof reading of custom presentations and proposal documents as required.
- Promote Henley Business School, including relevant attendance at marketing events and open days, conferences, keynote lectures, leadership breakfasts etc organised by the School.

## **Supervision received**

This role is part of the open enrolment Business Development team, which has a structure of Business Development Executives, Business Development Managers and Business Development Directors, reporting to either the Head of Open Programmes or the Head of Custom Programmes dependant on role focus.

## **Contact**

The role requires regular contact with clients / potential clients, the Head of Open Programmes, Business Development Managers, Business Development Directors, Programme / Client Directors, Bid Co-ordinators, marketing team, programme admin team, business development roles across the School, external suppliers and other stakeholders.

## **Terms and conditions**

09:00 to 17:15 Monday to Thursday and 09:00 to 17:00 Friday, 36 hours per week. Occasional work outside normal hours may be required.

This document outlines the duties required for the time being of the post to indicate the level of responsibility. It is not a comprehensive or exhaustive list and the line manager may vary duties from time to time which do not change the general character of the job or the level of responsibility entailed.

## **Date assessed:**

# PERSON SPECIFICATION

Job Title	School/Department
Business Development Executive	Henley Business School (Executive Education)

Criteria	Essential	Desirable
<b>Skills Required</b>	<ul style="list-style-type: none"> <li>• Good customer service skills and commercial awareness.</li> <li>• Good communication, presentation, persuasion and influencing skills in a client-facing situation.</li> <li>• Good professional telephone selling skills</li> <li>• Good team-working and interpersonal skills, with the ability to work effectively with colleagues across the business.</li> <li>• Good organisational skills with the ability to manage multiple priorities and meet deadlines.</li> <li>• Sound judgement and decision-making skills</li> </ul>	
<b>Attainment</b>	<ul style="list-style-type: none"> <li>• Proven track record in the sales/business development area</li> </ul>	<ul style="list-style-type: none"> <li>• Experience within professional services or executive education</li> </ul>
<b>Knowledge</b>	<ul style="list-style-type: none"> <li>• Understanding of the importance of the integrity of the brand in the business development arena.</li> </ul>	<ul style="list-style-type: none"> <li>• Knowledge of the executive education / training and development marketplace.</li> <li>• Understanding of the management development sector and/or learning process.</li> </ul>
<b>Relevant Experience</b>	<ul style="list-style-type: none"> <li>• Previous experience of a consultative sales approach within a commercial environment, using consultative / relationship management as the primary route for business development, including previous experience of influencing senior executives.</li> <li>• Previous experience of developing and maintaining</li> </ul>	<ul style="list-style-type: none"> <li>• Previous experience of writing, presenting and selling winning proposals and tenders for corporate clients.</li> <li>• Previous experience in an international environment.</li> </ul>

	<p>constructive relationships with current and prospective corporate clients.</p> <ul style="list-style-type: none"> <li>• Previous experience of working to, and successfully achieving, revenue targets.</li> <li>• Previous experience of identifying, qualifying and proactively generating business revenue opportunities.</li> </ul>	
<b>Disposition</b>	<ul style="list-style-type: none"> <li>• High performer</li> <li>• Strong customer focus</li> <li>• Strong drive for results.</li> <li>• Tenacious, resilient and flexible approach.</li> <li>• Self-confident, with the ability to work effectively with strong, assertive personalities.</li> <li>• Collegiate and collaborative approach.</li> <li>• High level of personal integrity within client relationship management</li> </ul>	<ul style="list-style-type: none"> <li>• Able to maintain effectiveness under pressure, to tight deadlines and when faced with rapidly shifting priorities.</li> <li>• Capacity both to initiate and adapt to change.</li> <li>• Resourceful, with good problem-solving ability.</li> </ul>
<b>Other</b>	<ul style="list-style-type: none"> <li>• Flexibility required in regards to client interface i.e. some attendance in the evening of client functions</li> </ul>	

Completed by: Mike Davis	Date: 06/12/2018
--------------------------	------------------