# Role Descriptor

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| **Role Title:** | Business Development Officer London (B2M26-001) |
| **School/Service:** | Business to Markets (Apprenticeships and Employer contracted provision) |
| **Normal Workbase:** | Your normal place of work is the London Campus but you will be required to work or be based at any premises the University occupies or any other reasonable location where the University is undertaking its business. |
| **Grade:** | 6 |
| **Role Family:** | Technical Expert |
| **Reporting To:** | Business Prospect Development Manager |
| **Responsible For:** | Generating revenue through Apprenticeship and employer contracted skills provision |

## Summary of the Role

We are seeking a results driven business development professional ideally with experience in the education sector. The ideal candidate will have a strong background in selling and delivering apprenticeship solutions, with a proven ability to secure new employer relationships and apprenticeship starts with organisations of all sizes — working collaboratively with our Account Management team to develop lasting employer partnerships that generate sustainable growth. Whilst the normal place of work is the London Campus it is expected that the post holder will operate a hybrid working pattern that allows for travel to employer premises.

## Key Accountabilities

1. Identify new opportunities – Develop and secure new apprenticeship sales opportunities in line with the budget and business engagement strategy, deliver against set targets and consistently meet agreed KPI's.

2. New employer acquisition – Secure new employers on behalf of the institution that can be further cultivated and developed by our Account Management team into strong, long-lasting employer relationships that drive apprenticeship revenue for the institution and deliver return on investment for employer clients.

3. Market Intelligence – Stay informed with in-depth market intelligence, attending industry and employer networking events and roadshows to increase engagement and support the brand of the University

4. Negotiate & Close Leads/Deals – Generate high-quality leads and successfully convert them into learner enrolments.

5. Reporting - Maintain a robust and accurate starts pipeline and ensure reporting systems and trackers are updated and maintained.

6. Collaborate – Work effectively with internal teams, specifically apprenticeship Account Managers, to align efforts and achieve shared business development and engagement objectives. Work effectively with external partners providing excellent service.

# Role Dimensions

## Qualifications

To be successful in this role you will need to hold the following qualification requirements:

- Educated to degree level or equivalent professional qualification or experience

## Experience and Knowledge Requirements

To be successful in this role you will need to demonstrate:

- Proven business development expertise – Experience of engaging with business and industry with demonstrable success in sales, account management, or business development, with a strong history of consistently meeting or exceeding targets.
- Apprenticeship & Skills Funding Knowledge – Solid understanding of apprenticeships, work based learning models and funding mechanisms.
- Excellent Communication & Negotiation Skills – Skilled in effectively engaging clients, negotiating deals, and influencing outcomes.
- Stakeholder management – Experience of managing stakeholder relationships
- Strategic & Solution-Oriented – Ability to think strategically, use initiative and problem solve.
- Organised & Self-Motivated – Highly organised, with the capacity to manage competing priorities efficiently and work independently, while thriving in a team environment.
- IT skills – Proficient in Microsoft Office applications (Word, Excel, Outlook, PowerPoint) and sales reporting tools.
- Willingness to Travel – Must be open to travel as required for the role.
- Full UK Driving Licence & Own Vehicle – Essential for the role.

## Core Competencies

As a University we have aligned success, in all roles, to the demonstration of all ten Behavioural Competencies that bring our Values to life. Demonstrating these Behaviours is a critical part of a successful career at the University of Staffordshire. Whilst you are expected to demonstrate all ten behaviours, five core behaviours have been identified as essential for success in the Technical Expert role family as follows:

## Self-Aware and Never Stops Learning

Invests time in their own development - seeks feedback and works to role model the University values. Holds their hands up to mistakes and learns from them. Is genuine and straightforward in their dealings with others. Demonstrates tact and diplomacy in difficult situations, reflecting on the learning in every situation, good and bad.

## Service Excellence

Understands their internal and external customers and their wants and needs. Works consistently to deliver a service that exceeds customer expectations. Takes pride in delivering service excellence.

## Personal Credibility

Takes pride in doing a great job. Demonstrates energy and commitment in all aspects of the role. Focuses on the things that make the biggest difference to the University, the team and the department.

## Leadership

Demonstrates leadership of self or self and others if in a management role. Takes responsibility for own actions and where in a manager/leader role, the actions of their team. Demonstrates the University values consistently in the way they work**.** Inspires others by their actions.

## Digital

Demonstrates a positive approach to working with University systems, software and technology. In an ever-changing environment seeks out opportunities to embrace change using digital skills, software, and technology to improve processes and drive behavioural and organisational change.

## University Responsibilities

The weekly hours and days of work are outlined in the contract of employment. However, the nature of university business may require the post-holder to occasionally work outside core hours at evenings and weekends to ensure continued delivery of an excellent student and customer experience.

All staff are responsible for looking after their own health, safety and wellbeing and that of others who may be affected by their acts or omissions.

All staff are required to minimise environmental impact in the performance of their role and to actively contribute to the delivery of the University's Environmental Sustainability Policy.

## Variation to Role Profile

The role descriptor summarises the main duties and accountabilities of the post and is not comprehensive: the post-holder may be required to undertake other duties of similar level and responsibility. The University reserves the right to vary the duties and responsibilities set out within this role descriptor.