**People Team**

**Job Description & Person Specification**

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| **Post Title:** | **Business Development Account Manager** | **Department:** | **Business Development** |
| **Hours per week:** | 37 | **Weeks per year:** | 52.14 |
| **Contract Type:** | Permanent | **Reports to:** | Business Development Manager |
| **Scale & Spine Points:** | BPC17 | **Location:** | North Road or Lansdowne |

**Job Description**

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| **College and Department Overview** |
| Bournemouth & Poole College (BPC) is one of the largest FE Colleges in the UK. The College prides itself on offering students a friendly and supportive environment in order that they develop work skills. The College values are:   * A passion for learning and success * Supportive and caring * Respectful and considerate * A champion for equality through learning * Ambitious and tenacious |
| **Department Overview** |
| The Business Development team creates and supports a range of College activities with employers , creating and attending events and maintaining a highly visible College presence within our communities. The department is responsible for aligning business training and development needs with the College education and skills offer. |
| **Purpose of the Role** |
| This role builds and maintains relationships with employers, partners and external stakeholders within our local communities, facilitating communication between education and business. The postholder will be responsible for a dedicated area of employer accounts working across various industrial sectors as well as supporting colleagues within their sector(s) as required. |
| **Key Accountabilities & Duties** |
| **Revenue generation**:   * Achieve sales targets for apprenticeships and other training and educational provision by selling the college’s products and services in relation to agreed expectations set from curriculum and business planning activity * Develop new business, work with clients to identify skills and training needs, investigate opportunities and respond to changing demands * Work with our larger clients to build strategic plans and solutions to their skills needs for the medium term ie the next few years * Actively participate in business networking, College promotional events and other business engagement activities   **Developing the reputation and positioning of the College:**   * Build the College’s reputation as expert provider within the sectors you support * Ensure high and consistent levels of stakeholder satisfaction through responsive and effective account management * Take the lead in creating and supporting groups and events (eg NHS forums, DEMC, BAHA) using business related social media/literature/website business to business   **Internal Collaboration:**   * Closely work with curriculum area colleagues who can provide technical expertise and support developing partnerships with other public organisations (eg BCP Council Economic Development) * Optimise understanding of and response to customer needs and the quality of delivery by working closely with curriculum leaders and colleagues * Curate effective Employer Advisory Boards and create events to engage employers * Actively support apprenticeship recruitment, careers and work experience activities   *The above list is not exhaustive and is subject to change. The post holder may be required to undertake other duties within the scope and grading of the post.* |
| **Equal Opportunities** |
| The College will seek to ensure that all existing and potential employees and students are given equal opportunities for employment and education. It is committed to the elimination of unlawful or unfair discrimination on the grounds of sex, age, marital status, colour, race, nationality or other ethnic or national origin, disability, sexuality, trade union membership or activity and religious background.  The College will seek to ensure that no applicant for employment or education is disadvantaged by conditions or requirements which cannot be justified. The College aims to provide an open welcoming and safe environment for all its students, employees and visitors. |
| **Safeguarding** |
| The College is committed to safeguarding and promoting the welfare of children, young people and vulnerable adults and expects all staff to share this commitment.  Successful external applicants will be required to undertake appropriate safeguarding checks as well as providing proof of right to live and work in the UK.  All successful candidates will be required to provide proof of their qualifications. |
| **Further Information** |
| This Job Description and Person Specification are current as at May 2024**.** In consultation with you it is liable to variation to reflect changes in the job. If you have any queries relating to your Job Description and/or Person Specification, please discuss with your Line Manager.  A copy of this Job Description and Person Specification is held with the People Team. |

**Personnel Specification**

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| **Criteria** | **Essential** | **Desirable** |
| **Qualifications:** | * Grade 4/C (or equivalent) English and Maths |  |
| **Work Experience** | * Target driven sales and customer account management * Customer led experience, building and maintaining customer relationships | * Work experience in an education setting i.e. college or school or training provider * Minimum 2 years sales and account management experience * Client relationship database management |
| **Knowledge** | * Selling business to business techniques and methods * Competent in Microsoft Office applications * Willing to expand and rapidly develop understanding and knowledge of the industrial sectors you support | * Understanding of KCSIE and safeguarding children and vulnerable adults * Understanding of apprenticeships, adult education and/or online training * Knowledge of the industrial sectors you will focus on |
| **Skills** | * Exceptional communication skills including written and verbal * Can open, negotiate and close a sale * Must be able to adapt to different situations and clients * Excellent presentation and interpersonal skills * Meets deadlines and targets | * Using business social media as a sales lead generation tool |
| **Other Requirements** | * Ability to travel independently to client sites across Dorset and surrounding areas with overnight stay when required * Ability to work under pressure, prioritise and multi task * Work evenings and attend open events or exhibitions including at weekends (as and when required) | * Willingness to travel further afield (if required) * A full driving license and use of own car (inclusive of business related insurance) |