



Draft JOB DESCRIPTION

POST:	Business Development Manager
GRADE:	
SALARY:	On a point within the range. Salaries are reviewed annually.
DATE:	
PURPOSE OF THE POST:	The Business Development Manager is responsible for actively generating new business opportunities for the College and for both maintaining and developing outstanding relationships with all current and potential employers.
RESPONSIBLE TO:	Assistant Principal

Key Priorities and Top Level Targets

A business development and skills professional, working with employers across all industries and sectors, you will provide support, advice and guidance to business customers, providing an effective 'one front door' experience for employers looking to recruit, train and grow an effective workforce with Brockenhurst College.

This role will focus on maximising employer relationships and responding to the business growth and income generation priorities of the College.

Key Accountabilities

Direct responsibility for:

- To research and identify potential partnerships with corporates, state agencies, foundations and other funding bodies to support key College priorities.
- To understand employer training needs relative to specific industrial sectors providing professional skills advice.
- Motivate employers to develop partnerships, maximising funding streams across the College including commercial revenue, and create opportunities for Brockenhurst College learners.
- Manage an existing portfolio of strategic employer accounts, managing relationships with key stakeholders, building long-term relationships.
- To provide a high-quality and professional interface in support of the Colleges engagement and business development activities. This will include (i) coordinating inward/outward visits to/from existing/potential employers or coordinating associated events with various internal and external audiences; (ii) responding to communications from existing/potential employers and initially reviewing any new proposals before making recommendations to senior management team on appropriate next steps; (iii) accurately recording key discussion points and decisions in relevant meetings with employers; and (iv) ensuring that decisions are executed in a timely manner.

- Proactively seek creative opportunities to promote the portfolio of College services to potential employers.
- To ensure all business development activities are efficiently captured on our internal databases (CRM) and reporting tools.
- To help develop high quality and effective external marketing materials that articulate Brockenhurst's offer to partners and support academics in their outreach activities.
- To capture case studies and best practice examples to share internally and externally to promote the Colleges corporate engagement activities.

This job description is current at the date shown but in consultation with the postholder it is liable to variation to reflect or anticipate changes related to the job.

PERSON SPECIFICATION

JOB TITLE: BUSINESS DEVELOPMENT MANAGER

POST NO:

	ESSENTIAL	DESIRABLE
EDUCATIONAL QUALIFICATIONS/ ATTAINMENTS	A degree or professional/vocational qualification and/or industrial/commercial training qualifications Teaching qualification.	Management or professional qualification
EXPERIENCE REQUIRED	Able to demonstrate a proven track record of effective and successful teaching Able to demonstrate the ability to manage staff effectively in terms of: - Motivation - Leadership - Performance Able to demonstrate the ability to manage resources effectively Able to demonstrate the ability to set and manage budgets Able to demonstrate the ability to manage change effectively Able to demonstrate a proven track record of curriculum/programme development	Experience of exam board work, moderation or external verification Able to demonstrate involvement in project work and additional curriculum activities
SPECIAL KNOWLEDGE OR TRAINING	Knowledge and understanding of current developments in the relevant curriculum area Proven understanding of the regional skills agenda, including key industries Proven knowledge of funding mechanisms Proven knowledge of relevant Health and Safety requirements Proven knowledge and understanding of the national policy affecting 14-19 education	Experience of deploying, monitoring and controlling resources effectively and efficiently
ABILITIES, SKILLS & PERSONAL QUALITIES	Effective communication and presentation skills Able to handle pressure of conflicting requirements Able to meet tight deadlines Demonstrate effective administrative, organisational and planning skills Evidence of achieving stretching targets Able to demonstrate resilience under pressure Computer literate particularly Microsoft Office and related systems Able to interrogate Management Information Systems to inform planning and target setting Able to develop and maintain curriculum networks and partnerships	
RELATIONSHIPS	Excellent interpersonal skills Able to assess the needs of an employer and take appropriate action Able to motivate, lead and work constructively as part of a team	
MOTIVATION	Driven by creating successful employer partnerships between business and education and ensuring employer partners maximise their relationship with the College Demonstrate willingness to undertake continuous professional and personal development Commitment to equal opportunities and diversity Commitment to the ethos of continuous improvement and excellence Commitment to open access education and inclusiveness Commitment to working flexibly to meet the needs of the role	Membership of an appropriate professional organisation
SPECIAL CIRCUMSTANCES	Required to travel to other College and external sites as necessary to meet the needs of the role	Midas licence