

## **Business Development Manager STS – Kingswood**

The purpose of this role is to work with the Sales Director, Managing Directors and Managers and other members of the operational and business development team in the generation and management of a sustainable pipeline of apprentice contracts that reflects the current and anticipated business strategy and business plans. This will be achieved through developing and owning a pipeline of potential clients and maintaining the relationships with existing clients, working with the marketing team on developing lead generation for Skern Training and Skills, pitching our offer and closing the deal. The business development manager will expand on their existing network of contacts to significantly grow the Skern Training and Skills business in line with personal targets.

### **Responsibilities;**

- Responsible for driving revenue through the sale of Skern Training and Skills apprentice program.
- Building strong networks and awareness of Skern Skills and Training by attending and presenting at networking events and seminars
- Maintaining up to date knowledge of changes to industry funding, eligibility, legislation and regional grants.
- Scheduling regular contact with current employers in person and by telephone to build relationships and increase apprenticeship vacancies.
- Effective capturing and analysis of customer information and interactions in our CRM and to drive insights and increased sales performance
- Business Development / Lead Gen - find, reach out to and engage with new leads to ensure a healthy pipeline of future opportunities
- Needs Analysis / Consultative Sales - evaluate prospective clients needs and objectives and work with the delivery team to ensure they find the program which best matches their objectives and desired outcomes
- Pitch to clients by creating and presenting impactful and engaging proposals

### **Requirements;**

- Proven experience of securing Levy and non-Levy Employer accounts within the Apprenticeship Training sector is essential
- Excellent knowledge of Apprenticeship funding and the Levy
- Experience of achieving targets in regards to Learner starts
- Proven experience of developing relationships, influencing and negotiating with employers to secure new business
- Excellent communication, presentation, written and verbal skills.
- Comfortable developing and delivering first class presentations that result in sales
- Proven track record of over delivering on sales targets
- Familiar with CRM tools and able to monitor and report individual financial and activity performance
- A full UK driving License

## **Kingswood**

We are one of the most experienced providers of outdoor education in the UK. We were founded over 35 years ago and run over 1.2 million activity sessions each year across ten activity centres. Each year we welcome over 175,000 young people from more than 35 countries around the world.

<https://www.kingswood.co.uk>