



ROLE DESCRIPTION

ROLE Business Development Manager – UK LPs	DATE AGREED 21/10/22
REPORTS TO Chief Commercial Officer	VERSION V 2.0
WORKS CLOSELY WITH All colleagues in Sales & Marketing	BD2

PURPOSE

Accountable for maintaining and growing registrations for NEBOSH qualifications placed by LPs that serve learners in the UK and securing commitment from LPs to purchase NEBOSH's support materials or to promote these to their learners.

KEY OBJECTIVES IN 2021-2022

- Establish business development strategies for each region, drawing together market intelligence to establish priorities.
- Develop and implement lead-generation and contact strategies to provide sales growth for NEBOSH, using and developing the CMS to support relationship development that will lead to sales.
- With Marketing colleagues, develop materials to support presentations to LPs serving international markets, government departments, employers, regulatory and professional organisations – to include product collateral, case studies, testimonials, videos, taster access to LMS.
- Build relationships with government departments, employers, regulatory and professional organisations that lead to sales growth, through preferring or mandating NEBOSH qualifications.
- Deliver NEBOSH revenues from LPs serving the UK market of [2021-2022 targets, when agreed].
- Contribute to NEBOSH product development planning with requirements of the UK markets in mind.

ACCOUNTABILITIES

1. Securing contracts and commitments from LPs to supply NEBOSH's qualifications and related training support materials profitably to learners in the UK.
2. Control agreed annual expenditure budgets for UK sales support activities, including attending meetings/exhibitions.
3. Work closely with Marketing colleagues to ensure that support materials for business development meet UK sales requirements.
4. On a continuing basis, gather market intelligence to provide incisive understanding of sectors, regulation and companies, to establish priorities and drive sales growth for NEBOSH.
5. Regular reporting on relationship development and new business successes.
6. Work closely and collaboratively with Product Development colleagues to ensure that products and services meet UK learners' and employers' requirements, within agreed budgets.
7. Work closely and collaboratively with Ops colleagues to manage accreditation of UK LPs.

ESSENTIAL SKILLS & EXPERIENCE

1. Significant experience, with a track-record of effectiveness, in:
 - Sales
 - Sales management
 - Channel management
 - UK sales environments
 - Relationship development and management as a tool for sales
 - Data analysis and the commercial application of data to support business growth
 - Budget accountability
 - Market research and analysis
 - Reporting
2. Significant knowledge of:
 - NEBOSH's current and prospective markets, including trends and drivers
 - NEBOSH's products
 - NEBOSH's competitors
 - NEBOSH's trading environment internationally, including government and regulatory factors.
3. Effective skills in:
 - Closing sales
 - Relationship management
 - Written and verbal communication
 - Presentation to a range of audiences
 - Influencing and negotiating
 - Developing creative solutions
 - Establishing priorities
 - Managing change
4. Attributes:
 - Sets and meets high standards
 - Commercial mind-set
 - Target driven
 - Energetic
 - Creative
 - Resilient
 - Ability to work at pace and under pressure
 - 'Can-do, will-do' attitude
 - Collaborative approach
 - Demonstrates integrity in all situations

EXPECTED QUALIFICATIONS/EQUIVALENT EXPERIENCE

Degree-level qualifications *or* equivalent experience

Significant experience in a sales or relationship management role that led to sales

Competence in:

- Microsoft Office software tools
- Marketing analytics software
- CMS and database systems