

Job Title: Business Development Manager

Reporting to: Head of Service – Learning and Skills National Accounts

Core purpose:

This role will be identifying new business opportunities within both Levy and Non-Levy employers, focusing predominantly on the recruitment and delivery of apprenticeships and traineeships by:

- Recruitment of new levy and non-levy customer accounts for learning and skills
- Meeting clear KPIs for monthly performance targets in order to maximise quality learner enrolments per month
- Maintaining effective use of resources to maximise income whilst delivering high quality provision
- Creating and maintain fruitful relationships with employers and individuals in order to effectively identify their training requirements and maximise business new business opportunities
- Proactively research and identify potentially relevant accounts to secure new business delivery in line with required growth plans
- Actively market, promote and engage with eligible employers and learners to generate apprenticeship and traineeship enrolments
- Supporting delivery of budget and contracts by working collaboratively with the operational team to ensure the timely and effective delivery of provision
- Ensuring all employers are provided with a high-quality service that meets all their needs, including providing other products as required
- Performing needs analysis where necessary to ascertain every employer's requirements
- Ensuring an up to date knowledge of relevant policy and funding changes, and relevant employer requirements
- Assisting with marketing, regional and national business development activities, as directed by line manager

Principle accountabilities:

- Undertake in-depth employer organisational needs analysis with all employers engaged with in order to identify key areas such as what training is necessary to upskill employees
- Formulate training and apprenticeship proposals in line with organisational requirements, communicating employer agendas to relevant stakeholders
- Generate appropriate employer and learner enrolments, through dedicated marketing activity, engagement with partners and stakeholders, as well as self-generated leads for apprenticeship and traineeship engagement
- Devise effective strategies to promote maximum engagement of learners
- Develop and foster new business relationships at a senior level by researching, identifying and attending regular networking and partnership events

- Sustain rapport with own generated accounts through regular personal visits, exploring specific needs and anticipating new opportunities
- Manage the new apprentice recruitment service
- Develop and nurture stakeholder and partnership relationships to generate a consistent flow of employer and learner referrals – engagement with local chambers of commerce to ensure that Ixion is well represented at the chambers events and listed on their services
- Represent Ixion at external client meetings, and represent the learning and skills division at internal meetings with other company functions in order to promote business development
- Effectively communicate and negotiate internally and externally to facilitate the development of profitable business, quality delivery, and sustainable relationships
- Manage and formulate an employer database to collate and record the work undertaken in relation to apprenticeship and traineeship delivery
- Maintain relevant data systems
- Ensure accurate and timely progress reports are produced to ensure relevant stakeholders are fully informed of delivery and outcomes
- Line management responsibility for one member of the employer engagement team

General responsibilities:

- Ensure that you work to the Ixion Group's vision, values, objectives and priorities, and are strongly committed to them
- Promote the principles of equality and diversity and ensure that the principles of the Equality and Diversity Policy are always fully applied
- Understand and be committed to all personal responsibilities under Health and Safety and Safeguarding procedures, and ensure that the policies are always adhered to
- Ensure that the Code of Conduct, Data Protection, Harassment and Bullying, Confidentiality, Anti-Fraud, Data Security and all other policies of the Company are always fully applied
- Strictly adhere to all Ixion processes and procedures
- Ensure individual expertise and subject area knowledge is up to date through continuous personal development, including sharing good practice, engaging with training, and acquiring / maintaining any individual qualifications to benefit the role
- To be willing to make use of contemporary research to improve working practices
- Work flexibly in the field and across offices, as and when directed by line manager
- As necessary, and in addition to the above, undertake other activities commensurate with the nature of the post.

Core competencies:

All Ixion employees are required to demonstrate the following core competencies:

- To be able to manage workloads effectively – self-management
- To be able to develop and maintain productive relationships with your team, managers, clients, partners, sub-contractors, and any other key stakeholders - relationship management

- To be committed to understanding client aspirations in order to fully support their needs to maximise outcomes - customer focused.

Attitudes and behaviours:

- Represent Ixion in a professional manner on all occasions
- Demonstrate initiative and lateral thinking
- Strive to improve practice through creative and innovative continuous improvement
- To work collaboratively and maintain and promote effective communications and share good practice across the organisation.

Experience and qualifications required

Essential:

- Experience of working within a similar Business Development / Account Manager role within the training industry
- Experience of developing relationships, influencing and negotiating with senior managers and Boards to secure sales opportunities
- Ability to gain credibility and establish effective relationships with employers
- Proactive mindset with ability to use own initiative to deliver outstanding performance under pressure
- Experience of developing and implementing account management strategies
- Advanced communication skills
- Ability to prioritise and manage workload, with excellent time management and organisational skills
- To be solution focused and proactive in the engagement of prospective employers
- Sound knowledge of regional local labour market and demographics
- Demonstrable experience of sharing, presenting and cascading knowledge on a regular basis to a range of audiences
- Understanding of the variety of training opportunities available to employers and learners
- Work effectively as a member of a team to develop innovative and creative approaches to meet the needs of employers
- Good understanding of government funding legislation
- Sense of humour
- Full, clean driving licence and use of a vehicle
- Willingness to travel extensively throughout specific geographical areas as directed by line manager
- Exceptional sales, marketing and networking skills
- To competently use IT across a range of Microsoft applications to produce documents, spread sheets, publicity materials and other relevant documentation as required.

Ixion is committed to safeguarding and promoting the welfare of all customers including learners and employers, and it is mandatory for all staff to share this commitment.



All roles will require a basic DBS Disclosure check due to the nature of the work to be undertaken.