

**Job Description for the Post of
Business Development Consultant - Corporate Sales (Ref: SSR08/4)**

1. **General Details**

Job Title:	Business Development Consultant – Corporate Sales
Location:	Sales and Student Recruitment
Normal workbase:	Stoke Campus
Tenure:	Permanent
Salary:	Grade 8 currently £36,533 - £43,622 per annum [plus OTE]

2. **Job Purpose**

To consult to employers with over 500 staff both regionally and nationally to market and sell a range of learning development solutions, and to manage the business development of a portfolio for new and existing clients.

3. **Relationships**

Responsible to:	Head of Sales
Responsible for:	None

4. **Main Activities**

General Duties and Responsibilities to include some or all of the following:

Business Development

- § To create a strategy to develop new and existing client relationships to ensure a focus on expanding the portfolio we deliver to clients in response to their needs.
- § To ensure all potential and current clients are fully researched and a strategic account plan is developed and delivered for each existing and potential clients, to deliver targets agreed with the Head of Sales.
- § To network within an organisation to identify both decision makers and influencers and build strong relationships at all levels.
- § To identify and engage the Senior Management Team as and when appropriate to build relationships at the highest levels.
- § To work with the clients in order to develop promotional material and to arrange for this to be produced by the University Marketing Department.
- § To identify and create proactive proposals, and respond to tender opportunities to engage and develop client business opportunities.
- § To apply university costing and pricing procedures to the developed programmes.
- § To negotiate prices which reflect the ability to gain advantage from economies of scale due to the size of businesses you are dealing with, whilst maximising profit.
- § To offer creative solutions to respond to client needs which offer cost effective solutions whilst contributing to the profit margins.
- § To develop bespoke solutions to client, maximise repeat business and deliver personal sales targets in line with the sales plan.

Management

- § To manage a first point of contact for corporate client organisations.
- § To act as a role model to the rest of the team through demonstrating experience in working in a targeted environment and actively developing a new portfolio.
- § To deliver monthly sales targets which reflect the size and potential of the target companies within the agreed pricing structure.
- § To liaise effectively with the Account Manager/Coordinator so they can engage the university staff to ensure that high quality, responsive and flexible delivery mechanisms are in place and to ensure that appropriate priority is given to this.
- § To liaise effectively with the Senior Managers in Faculty/Schools to ensure agile and timely responses are in place and that appropriate priority is given to this "activity".
- § To undertake duties other than those specified above as may be reasonably requested from time to time by the Head of Sales.

5. Person Sought

Essential Criteria:

- § Proven experience of working with the Corporate Sector in a commercial and/or business development context.
- § Knowledge of how learning programmes are organised, funded and delivered within a corporate environment.
- § Excellent sales, marketing, presentation and networking skills.
- § Possess a good honours degree or equivalent professional qualification/experience.
- § Excellent interpersonal skills and the ability to work within all levels of organisations to ensure positive customer relationships are developed and maintained.
- § Excellent organisational skills, including ability of time management, ability to assess priorities and organise work requirements accordingly, and the ability to undertake multiple tasks/projects and meet agreed deadlines.
- § Ability to work effectively as a team member.
- § Self motivated and the ability to work on own initiative.
- § Ability to effectively use a range of IT software, such as Microsoft Word, Excel, Outlook, PowerPoint and Internet Explorer.
- § Experience of applying costing models in order to implement University costing and pricing procedures.
- § Excellent written and oral communication skills.
- § Flexibility in working practices and hours of employment.
- § Ability to travel anywhere in the UK in order to market programmes which may be delivered from anywhere in the UK.
- § Commitment to the University's mission and delivery of the University Plan.
- § Willingness to engage in a structured induction programme as a start to Continuing Professional Development (CPD) at the University.

Desirable Criteria:

- § Experience of project management.

6. Special Conditions

This is a permanent, full-time (1.0 FTE) post and will attract additional 'on target' earnings.

The University operates a Job Share Scheme. Applications from anyone interested in working part-time on a job share basis will be considered.

Variation to Job Description

Staffordshire University reserves the right to vary the duties and responsibilities of its employees within the general conditions of the Scheme of pay and conditions and employment related matters. Thus it must be appreciated that the duties and responsibilities outlined above may be altered as the changing needs of the service may require.

Conditions of Service

The post is subject to such terms and conditions of employment as negotiated between the Board of Governors of the University and the recognised trade unions, and/or the employees of the University. In negotiating such terms and conditions the Board of Governors will consider any appropriate advice received from the Universities and Colleges Employers Association (UCEA).

Applying for this post

Should you now decide to submit an application for this position you are asked to kindly complete and return an application form. This is available either in electronic format (downloadable from our website) or as a hard copy.

Completed application forms and any accompanying information should be returned via e-mail to jobs@staffs.ac.uk or posted to Personnel Services, Staffordshire University, PO Box 662, College Road, Stoke-on-Trent, ST4 2XP.

If you wish to deliver the form by hand Personnel Services is located on the ground floor of the Cadman Building, College Road, Stoke-on-Trent. Office opening hours are 9.00am – 5.00pm Monday to Thursday, and 9.00am - 4.30pm on Friday.

PLEASE NOTE THAT THE CLOSING DATE FOR COMPLETED APPLICATIONS IS: 18 FEBRUARY 2009

Procedure following Receipt of Applications

Applicants are asked to provide us with an e-mail address where possible, as this is our preferred method of communication. All correspondence relating to this job application will be marked 'Private and Confidential'.

Where an e-mail address is provided, we will send applicants an acknowledgement of the application form as soon as possible following receipt; employees of Staffordshire University should note that this will be the internal e-mail address.

All applicants are asked to note that unless otherwise indicated, interviews will normally be held within one month of the closing date. Short listed candidates will be contacted to attend for interview as appropriate. Candidates who are not shortlisted for interview will be informed via e-mail. In the absence of an e-mail address, we regret that in the interest of economy we are unable to write to applicants. If you have not received an invitation for interview or any further communication within two months of the closing date specified, you are asked to assume your application is unsuccessful on this occasion.

The University wishes to thank all applicants for their interest in the Institution and the post advertised and for the time and trouble taken to complete the information for their application.

If you require a copy of the vacancy information in large print please contact us

Appointment to the University

The University is an independent Statutory Higher Education Corporation. As such the Board of Governors of the University is the employer, and is responsible for determining the employment policy, pay and conditions of service of all its employees.

The agreed terms and conditions for all staff are set out in the University's terms and conditions of service. In addition your attention is drawn to the following general points:

Medical Clearance

The appointment is subject to satisfactory medical screening, which normally consists of completion of a confidential questionnaire.

Eligibility to Live or Work in the UK

In line with the Asylum and Immigration Act 1996, documentation is required to confirm that employees are eligible to live or work in the UK. Any offer of employment is subject to this documentation being provided.

CRB Clearance

Where indicated in the job description an offer of employment will be subject to a satisfactory response to a check of criminal records.

Pension Contributions

All members of staff are eligible to contribute to the relevant occupational Pension Scheme which is either the Local Government Pension Scheme or Teachers Pension Scheme, both of which are final salary schemes. Staffordshire University as the employer also contributes to each scheme.

Sickness Pay

An employee absent from duty due to illness will be entitled to receive paid sickness leave, as set out in the University's terms and conditions of service.

Payment of Salary

Salary is payable monthly in arrears, normally on the last Wednesday of each month. Payment is made by direct credit to a recognised bank/building society/giro account. All new employees should ensure that the relevant details for credit transfer are completed on the standard form issued on appointment.

Annual Leave

Individuals are entitled to the following leave entitlements based on the grade of the post with effect from 1st August 2007 onwards:-

Grade	Number of Days Worked per Week*		
	4	5	6
One	24	29	35
Two	24	29	35
Three	24	29	35
Four	26	32	41
Five	26	32	41
Six	26	32	41
Seven	30	37	45
Eight	30	37	45
Nine	30	37	45
Ten	30	37	45
Eleven	30	37	45
Twelve	30	37	45
Thirteen	30	37	45
Fourteen	30	37	45

* This refers to those members of staff who work full time hours but on a standard 5 day working cycle or those operating a shift pattern over 4 or 6 working days. This does not refer to staff on fractional contracts.

In addition there are 11 Bank, Extra Statutory and Discretionary Holidays as follows:

Good Friday
Easter Monday
May Day
Spring Bank Holiday Monday
Late Summer Bank Holiday Monday
Christmas Day to New Year's Day (inclusive)

Trade Union Membership

The University believes that the interests of both the employer and employee are best served by individuals joining a recognised Trade Union. The Board of Governors of the University has recognised the following Trade Unions to operate within the university - UCU and UNISON.