

Job Description

Title: Business Development Manager

Summary/Purpose: Responsible for establishing, securing, and nurturing long-term business relationships with new and existing clients generating new business and achievement of monthly targets. This includes promoting and selling all Itec services specifically commercial and Government funded training contracts, maximising employer levy utilisation, and expanding the employer base.

Reporting to: Manager, England

Supervising: N/A

Duties and Responsibilities:

Specific

- Work as part of a team to deliver excellence in external client relationship management maximising sales / funding opportunities.
- Manage client relationships from lead generation, managing the creation of the solution, through to training delivery and the ongoing development and management of key accounts to deliver maximum opportunities.
- Handle with speculative calls, new enquiries, aftercare and client service calls in a timely and professional manner, ensuring accurate record keeping on the CRM system
- Manage and develop strong relationships with employers to identify and sell all relevant training solutions.
- Proactively identify, target, and secure new employer partnerships in line with England strategic objectives
- Conduct skills and training needs analysis with employers, recommending short and long-term tailored training to be delivered in-house either virtually or face-to-face.
- Promote the benefits of Government funded and employer levy funded apprenticeship pathways
- Promote to individuals and clients Itec commercial short courses/bootcamps
- Achieve and exceed monthly and quarterly targets for new learner starts, employer sign-ups, and revenue (apprenticeships + commercial training)
- Build and manage a strong sales pipeline, from lead generation through to onboarding and account growth
- Engage with levy-paying and non-levy employers, advising on how to utilise levy funds, co-investment, and commercial training budgets
- Working with internal Itec specialists provide up-to-date expert guidance on apprenticeship funding rules, levy transfer opportunities, and compliance, alongside commercial pricing options
- Maintain accurate CRM records (Salesforce), track activity, and produce performance reports aligned to sales KPIs
- Represent the organisation at events, networking forums, careers fairs, and industry conferences.
- Collaborate with internal delivery, curriculum, and marketing teams to ensure a seamless onboarding and high-quality client experience

General

- To ensure security of company assets
- To comply with all company policies and procedures
- To comply with the Company's safeguarding policy & procedure
- To comply with Equal Opportunities Legislation and be proactive in challenging prejudice, discrimination and stereotyping
- To implement in full the Company's quality policies and procedures.
- To consult the Company Health and Safety Policy with regards to their specific responsibilities as described in the general arrangements section
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- To give consideration to their actions at work as to how they may affect the safety of learners, clients and visitors to Company premises
- Support and demonstrate the organisation's core values
- Ownership mindset. Demonstrates accountability and reliability, taking responsibility for own actions and timely achievement of KPIs
- Co-operate with all staff to achieve a healthy and safe workplace and reporting any risks identified, at the company's or others' premises, to the designated Health and Safety Officer
- Other duties that may be identified from time to time by the Company
- Attend relevant training / personal development programmes

Person Specification

	Essential	Desirable
Experience & Qualifications	• Proven experience and track record in Business Development, B2B, or employer engagement within a training, apprenticeship or education setting • Proven experience of working in a target driven environment • Experience with client relationship development and management • Ability to confidently engage and influence senior stakeholders, HR leaders and L&D teams • Experience of using CRM systems and Microsoft Office	
Skills	• Excellent negotiation, presentation and report writing • Influencing, and closing skills with a consultative solutions-oriented sales approach • Strong interpersonal skills • Excellent written & verbal Communication skills • Highly organised, with the ability to manage multiple opportunities and a fast-moving pipeline • Ability to work to deadlines and targets • Networking skills • Confident with LinkedIn and cold calling engagement	
Knowledge	• Good working knowledge of marketing and sales principles • Strong understanding of the UK apprenticeship system, including levy and non-levy funding	Safeguarding & Prevent Knowledge and understanding Knowledge of DWP existing and emerging strategy with regards to apprenticeships and use of levy funds aligned to Government priorities
Characteristics	• Demonstrates a passion for learning • Demonstrates a commitment to inclusion • Fosters growth by proactively improving processes and practices • Self-motivated, target-driven, and commercially focused. • Flexible in approach. • Ability to work under pressure • Enthusiastic • Team player	