

Business Development Manager- Higher Education

Job Description

Department:	Partner Development
Reports to:	Head of HE Partnerships
Direct Reports:	None
Location:	Field-based

» Job Purpose

- To grow our business by developing sustainable strategic business relationships with potential and existing Universities and identifying and supporting business development opportunities.
- Lead in our relationship and manage a portfolio of existing customers/partners to ensure they are well supported by CMI for all their needs and develop and grow their business with us
- Identify potential new customers/partners/opportunities and follow through on self-generated leads to form new scale partnerships / growth within existing partnerships.
- Be a credible ambassador for CMI, role modelling CMI values and its professional code of conduct at events and meetings.
- Improve the performance of CMI by continually reviewing and implementing improved working practices and processes.

» Key Responsibilities

Objectives

- To achieve and exceed individual and team sales targets on an ongoing basis
- Act as an escalation point for the wider CMI team to help develop opportunities with customers from outside of the portfolio
- Maintaining current and relevant knowledge of the education sector and apprenticeships.
- Work with manager to develop and maintain updated business development and account plans.

CMI Resources

- To comply with internal and statutory procedures relating to finance, IT, the environment, equipment and health and safety.
- To securely hold and maintain CMI data in support of our business and partners in compliance with our policy, legislation and good practice.
- To ensure that any issue that could affect your performance, health and safety, motivation, and engagement are brought to your manager's attention.

Success Criteria

- A continually growing business portfolio, meeting and exceeding quarterly sales targets and other Key Performance Indicators
- High level of customer satisfaction and engagement underpinning ever stronger relationships
- Increase value and quality of customer accounts.
- High profile and presence in each of our target sectors
- Self-development and ongoing personal development
- Full use of Salesforce

The CMI approach is to work collaboratively and flexibly and you may be required to take on additional responsibilities as and when required to support the business

It is your responsibility to ensure that your own professional development and knowledge of CMI products and services are fully up-to-date at all times and you should optimise all CMI resources available to you as well as make your line manager aware of any training required to enable this.

CMI is an equal opportunities employer. You should be committed to ensuring that within the framework of the law, that our workplaces are free from unlawful or unfair discrimination as defined by the Equality Act 2010.



Who we are looking for

Essential Criteria

- Someone who will live CMI's values, professional, passionate, progressive and practical
- Strong and successful history of sales achievement in Business Development role(s)
- Driven approach 'leaving no stone unturned' when identifying opportunities and maximising partner potential
- Demonstrable experience in a sales or business development role, ideally in the field of Education
- A strong communicator with impressive presentation skills, who has successfully landed new and expanded existing partner relationships
- A strong sense of accountability, to both activity levels and targets with a keen high respect for good client service
- Self-aware and self confident with a genuine capacity for personal development
- Strong collaboration skills, having the ability to build strong relationships and work collaboratively with internal and external stakeholders is essential
- You will be highly self motivated with excellent organisational and planning skills with an agile and flexible approach
- You will be delivery focussed and quick to follow up partner requests
- You will have sold knowledge-based, membership or subscription products

Desirable Criteria

- Good understanding of sector and market
- Knowledge of management and leadership development
- Achieved Chartered Manager or working towards it
- Understanding and knowledge of accessing government funding for clients
- Knowledge and use of Salesforce CRM desirable