



Business Development Manager

Appointment Brief

Business Development Manager

In order to support our continuing growth plans, we are looking to appoint a Business Development Manager to act as our specialist sales lead for our range of early intervention programmes to the education and voluntary sectors.

Do you have a background in education sales, consider yourself a strong communicator and would enjoy making a lasting difference to thousands of young people's lives. If so, this could be a great fit for you.

You will contribute to and execute the sales strategy for all our early intervention offers. These range from a fully inclusive outdoor education centre in Milton Keynes, a hard-hitting anti knife and gang crime programme and an enrichment employability course.

As a self-starter you'll enjoy monitoring your own business development performance in line with role KPIs, ensuring that a consistent, ongoing sales pipeline is identified, leading to the achievement of sales targets. As a new role, the requirements will include the generation of new prospects from cold calling and networking activity, as well as referral activity.

This role will be focused on driving bookings across all programmes. Maximizing high performing months and increase revenue throughout the year.

You will work alongside the marketing and programme teams to generate sales campaigns and seek new opportunities for growth, analysing and utilising CRM data to maximise sales generation and reporting on trends and opportunities.

If you're looking for your next adventure and have the passion, we're looking for apply now for immediate consideration

Competitive salary

28 days annual leave in addition to bank holidays

Up to 5% matched pension contributions

If you want to change lives, call us - we want to hear from you!

Become part of a dynamic charity, with a great mix of people committed to making a real difference for young people through a range of fun and challenging programmes and initiatives.

Action4Youth changes lives and creates better chances for young people by creating opportunities to discover their personal strengths and potential.

We work with young people from all backgrounds and all abilities to make a real difference to their futures.

We are a respected and dynamic charity based in Buckinghamshire and Milton Keynes but reaching young people across the wider southeast region.

The organisation is currently in a period of ambitious growth as it increases its influence and reach. The role of Business Development Manager will add energy, purpose and substance to the team as it pushes forward at an exciting time. This is an opportunity for someone with a can-do attitude and a strong desire to make things happen.

You will join a supportive, driven, committed team whose desire to achieve is matched by an intention to enjoy work on a day-to-day basis. You will be based in an open plan office in Aylesbury and should expect to enjoy being part of a collaborative, loud and energetic organisation.

Our Corporate Strands

- Outdoor adventure and learning
- Programme Delivery – our Inspiration Programme and other programmes are designed to enable young people to discover their strengths and optimise their potential
- Infrastructure Support

Our Corporate Goals

- To provide outdoor education to enable young people to grow and develop
- To provide fit-for-purpose, demand-led infrastructure support that strengthens the capacity of youth organisations and enhances their voices and influence
- To deliver, in addition to outdoor education, a range of frontline services which contribute directly to the Action4Youth mission

Job Description

Job Title

- Business Development Manager (BDM)

Location

- Aylesbury, Bucks with work from home and travel

Position in the Organisation

- Reports To: Development Director
- Responsible For: Driving revenue success of A4Y
- Working With: CEO, Senior Managers and wider A4Y team

Main Purpose and Scope of the Role

The Business Development Manager (BDM) will have primary responsibility for selling Action4Youth's range of services to the education and voluntary sector and thereby increasing the volume of young people who will benefit and the organisation's sustainability.

Duties and Key Responsibilities

- Responsible for increasing programme revenue
- Achieving pre-agreed sales targets in a manner which will be in-line with the culture and reputation of the charity
- Maximising high-performance months and increase revenue throughout the year
- Work collaboratively with the marketing and programme teams
- Generate leads by contacting customers, this may include cold calling to generate prospects or through outbound (mass and bespoke) email campaigns
- Follow up campaigns to qualify leads
- Effectively close business opportunities and win new business
- Research market trends and strategic analysis
- Research prospective accounts in targeted areas
- Use appropriate marketing tools to attract clients/ revenue
- Targeting new relationships and growing existing to drive organic growth
- Maintain CRM with a high degree of accuracy
- Understand the market in which we operate, our competition and positioning
- Follow the latest developments that impact A4Y both internally and externally

General Responsibilities

- Support events and meetings when required.
- Support the continued development of quality standards as specified by Action4Youth.
- To have regard for the vision of Action4Youth and to display a commitment to equal opportunities and to the protection and safeguarding of children, young people and vulnerable adults.
- Report any behaviour, conversations or comments which are inappropriate within a setting for children and young people.
- To carry out any other Action4Youth duties as required by your Line Manager, CEO or Directors.
- Administering own workload which includes meeting targets and deadlines in line with the Action4Youth Performance Management System.
- Attending relevant CPD training events in line with Performance Management appraisal.
- Undertaking responsibility, as part of the team, for all Health and Safety work related matters.

Working within the guidelines of Action4Youth policies and procedures

| Person Specification: | Essential (E) Desirable (D) | Demonstrated at: Application (A) Interview (I) |
|--------------------------------------------------------------------------------------------------------------------------------------------|--------------------------------|---------------------------------------------------------|
| Skills, Experience and Knowledge | | |
| At least 2 years experience working in and knowledge of the education sector | E | A/I |
| An understanding of current issues in education and how schools operate | E | A/I |
| An understanding of how other sectors such as youth groups, voluntary sector or other potential users who may interact with our programmes | D | |
| Commercially minded with 2+ years' sales experience with proven track record in achieving targets | E | A/I |
| Excellent communication, influencing and selling skills | E | A/I |
| Good presentation skills, both 'in person' and digitally | E | A/I |
| Outstanding interpersonal skills | E | A/I |
| Ability to build strong relationships with customers and the A4Y team | E | A/I |
| Proven experience of using Microsoft Office (Word, Excel PowerPoint and Outlook) | E | A/I |
| Ability to work on own initiative | E | A/I |
| Driving license | E | A/I |
| Required to pass a DBS check | E | A/I |
| Qualifications | | |
| Good educational background, likely to be educated to Degree level or equivalent | E | A/I |
| Primary or Secondary QTS with 2-5 years teaching experience | D | |
| Personal Attributes | | |
| Professional and presentable (the role will be customer facing) | E | A/I |
| Positive, energetic approach | E | A/I |
| Well organised | E | A/I |
| Has the capacity to work from home | E | A/I |
| Commitment to working as part of a team | E | A/I |

To Apply

To apply for this role please send a copy of your CV and a covering letter explaining why you are applying for this position to office@action4youth.org

If you would like an informal chat regarding the role please email on the above email address or call 0300 003 2334

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