

Job Description: Business Development Officer

Line Manager/responsible to: Operations Director

Responsible for: NA

Base: Home based

Salary: £30K FTE Plus on target bonus up to £2k PA.

Who we are:



Summary of Role

To promote, sell and raise awareness of all Portal Training's products and services to existing and new customers across Wales.

Establish and build positive relationships and conduct sales visits to achieve growth and income targets.

To enrol learners onto their programmes ensuring a positive, high quality experience.

Sales and Marketing

- Work in line with sales plans developed in collaboration with Portal's Marketing and Communications Officer.
- Actively and positively promote all Portal Training products and services.
- Achieve all agreed and allocated sales targets for Work Based Learning recruitment targets for all routes ILM, Sports and CCPLD.
- Positively promote Portal enrichment events to achieve desired attendee numbers.
- Work in collaboration with Portal's Marketing and Communications Officer to maintain an accurate, up to date and compliant databases in order to track sales activities.
- Attend relevant and agreed conferences and events to positively promote Portal's products, services and brand to secure new business and raise Portal's profile.
- Ensure all communication is GDPR compliant in line with Portal's Information Security Handbook.

Customer Service

- Respond to and follow up all enquires in a positive, appropriate and timely manner.
- Ensure positive and professional relationships are developed and maintained with existing and new customers.

Support/Administration

- Handover confirmed apprenticeship starts to Portal's Learner Recruitment Officer and Learner Recruitment Administrator in a timely manner.
- Refer new employers to Portal's Learner Recruitment Officer in a timely manner so Health and Safety activities can be arranged.
- Support Portal's Learner Recruitment Officer and Administrator with the learner recruitment process when and if required.
- Ensure Starts tracking documents are accurate and up to date at all times.
- Communicate effectively with Portal's Compliance Team to ensure recruitment activities are compliant with WG programme specification and of a high quality.

General Duties

- Update job knowledge by participating in educational opportunities; reading trade publications and attending networking events.
- Take part in any project work deemed necessary by Portal Training's Senior Management team.
- Fully engage with and adhere to Portal Training's company values.
- Embrace Portal Training's strategies, policies and processes.
- Ensure that all your practices adhere to information security policies, procedures and legislation.
- Work as a team to ensure continuous quality improvements supporting the company's journey to excellence.

- Keep outlook calendars up to date at all times.

Key Responsibilities: The above duties are not an exhaustive list and should be viewed as guidance. Your line manager or Portal’s Senior Management team may ask that you take part in additional duties in order to fully utilise your experience, skills and knowledge.

Key Performance Indicators

Measure	QA Activity	Performance Indicators
Core Values	Demonstrate core values	(RAG) Green
Sales	Achieve all agreed monthly contract targets and annual Welsh recruitment target of 25% recruitment to be Welsh medium.	100%

Person Specification:

Personal Qualities

- Excellent rapport building and people skills.
- Excellent communication skills both verbal and written.
- Personable with a proven track record of working with a diverse range of individuals.
- A highly self-motivated individual with a positive ‘can do’ attitude.
- A proven track record in effective interdepartmental relationships.
- Excellent time management.

Essential Experience and Skills

- Excellent communication skills, both verbal and written.
- Experience of working within a business development /sales role
- The ability to research to stay abreast of current matters relevant to client base.
- Experience in delivering presentations.
- A proven track record in forging and maintain excellent working relationships.

Desirable Experience and Skills

- ILM Level 5 Leadership and Management qualifications.
- Welsh speaking.