

ROYAL BOROUGH OF KINGSTON UPON THAMES - ROLE PROFILE

Business Development Manager

Permanent role, based in the borough of Kingston

Grade 15-24 (GLPC). Pension: LGPS

Role purpose

The Council is focused on delivering the best possible outcomes for its communities. To do this the Council needs employees who thrive in an agile and networked organisation and who can support continuous improvement within a constructive organisational culture.

The role reports directly to the Bursar, and is responsible for the income generation (including bid writing), project management of new business and marketing for Kingston Adult Education.

Key activities

Performance

- Works with manager and colleagues to define outcomes, set targets and monitor performance, within a culture of continual improvement
- Supports operational plans to ensure that the resources within the teams are used to best effect and impact

Customers and Partners

- Builds strong internal and external working partnerships to enable the service to be delivered in an outcome-focused and efficient way
- Supports Kingston's commitment to community cohesion and valuing diversity and social inclusion

Digital/New Ways of Working

- Uses new technologies, particularly Google, to adopt modern, agile working practices, improve customer service and eliminating paper-based processes wherever possible.

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Delivery

- Identifies new training/business opportunities for businesses and community groups
- Seeking and timely follow up on new business opportunities plus setting up meetings and planning and preparing for these
- Maintains good working relationships with new contacts and communicating new offers to prospective partners
- Meets income targets through selling business training and in conjunction with KAE management, writes bids.
- Under supervision of the Bursar, participates in the ongoing management and development of KAE's strategy for income generation and marketing policy.
- Produces weekly 'delivery against targets' report.
- Oversees the development of marketing literature and social media
- Meets set targets and overcomes any barriers that would prevent targets being met.
- Carries out training needs analysis for employers/community groups and negotiates staff training packages.
- Keeps employers / community groups up to date regarding discounts / grants / funding which may be applicable to them.
- Ensures high standards of customer service are consistently met with all enquiries/leads (manual or digital) dealt with to a professional standard with excellent levels of information, advice and guidance provided. ensuring all relevant information is obtained, the documentation is completed and retained following GDPR.
- Writing reports including bid applications
- In conjunction with other KAE managers, ensures Service Level Agreements are in place for all external provision.
- Complies with KAE and contractual quality assurance and audit procedures.
- Keep employer database up to date.
- Is the main point of contact for employers and maintains regular account management contact.
- Networks effectively and collaborates with community groups and other providers to generate business opportunities for adult education
- Maintains employer focused information on external websites and markets all employer focused provision offered by KAE
- Markets all courses effectively using a variety of platforms / media (including social media) to ensure course places are full to capacity.
- Promotes the KAE brand and ensures the quality of the brand remains high.
- Has knowledge of KAE's products and pitches them effectively in any situation.
- Demonstrates a good knowledge of the industry and markets which KAE operate in.
- Works with other managers and staff in researching potential new accreditation / training / course opportunities which the service has not previously offered.
- Responds swiftly to new government initiatives on training and maintains a clear understanding of eligibility criteria.
- Ensures the annual Employer Satisfaction Survey is completed,
- Organises time and manages diary effectively.

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- Commits to the wellbeing of staff, actively promotes RBK's policies and reports any safeguarding or Prevent concerns in line with the Safeguarding and Prevent policies.
- Undertakes any other duties as required by the Principal or Senior Management Team which are commensurate with the grade and the purpose of the post.

Equality and Diversity

- Embeds equity, equality, fairness and diversity into all aspects of team working and service delivery

The person

In order to successfully deliver the responsibilities of the role, you will need to:

- [Have at least 1 years experience](#)
- Question and challenge ways of working, with an understanding of the bigger picture in terms of the corporate context and external environment
- Demonstrate agility and adaptability in mindset and ways of working
- Work successfully with key stakeholders within and outside of the Council
- Demonstrate commitment to own personal and professional development to meet the changing demands of the role
- Demonstrate innovation and creativity
- Actively engage in positive cross organisational communications and team working
- Communicate clearly, confidently and appropriately with colleagues using the best methods of communication for the task.

Our Values

Being an enabling council is a key principle that runs through our organisational development and is embedded in everything we do. Underpinning this are the following values:

Innovative:

- Promote a culture that encourages creativity
- Embrace new ideas and ways of working
- Ambitious to push the boundaries to realise potential

Open:

- Respect and recognition - everyone has a voice that is heard and we are all valued

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- Collaborative - working together with new and existing partners
- Empowering staff and residents to encourage informed decision-making
- Inspire trust by acting with integrity in all we do

Smart:

- Commercial acumen to find solutions and best value
- Agile working
- Customer driven, listening and responding to consistently deliver excellence