

Job Description: Senior Business Development Manager

Role Details

Role title	Senior Business Development Manager
Department	IWFM Academy
Reports to	Head of Training and Qualifications
Line manager for	N/A
Salary	£45,000

Vision and Mission

Vision

As the pioneering workplace and facilities management body, our vision is one where every workplace delivers. To be the trusted voice of a distinct profession recognised for its ability to enable people to transform organisations and their performance.

Mission

We empower and enable workplace and facilities professionals to expand their potential and have rewarding, impactful careers. We are a business enabler. Together we optimise the profession's impact.

The company has a strong culture based on our values

- Confident and Bold
- Human and Inspiring
- Knowledgeable and InSync
- Active and Energetic

Social Value

We are a Disability Confident employer, Investor in People accredited and Living Wage employer. We offer charity days along with paid for social events and make efforts to reduce our impact on the planet.

Job Purpose

To lead the growth of IWFM's organisational sales, drive customer acquisition and convert leads into sales across large corporate business to SME's.

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You will build strong strategic partnerships to understand organisational strategies and competence requirements to propose learning and development solutions to IWFM business customers.

The role requires an ambitious and driven individual to deliver against the IWFM Academy growth targets, build the IWFM Academy brand globally and grow the number of IWFM business partners around the world.

The postholder will be required to maintain thorough knowledge of current audiences and identify new markets to deliver against growth objectives.

Key Accountabilities

- Build long-term strategic partnerships with tier one Academy customers
- Understand organisational strategy and competency requirements in order to propose learning and development solutions to organisations
- Be responsible for the IWFM Academy sales growth and provide progress updates to the IWFM Executive
- Identify new markets and audiences to grow IWFM business to organisation partnerships globally
- Build relationships with new customers, understand their requirements and create high quality sales proposals to address the organisation's needs
- Understand the current customer base and identify opportunities to further develop partnerships
- Consult with Head of IWFM Academy to inform the overall business plan
- Manage a robust global sales pipeline and develop plans to prioritise business growth opportunities
- Analyse the market and conduct customer profiling to understand customer requirements and product opportunities
- Work alongside IWFM Marketing to promote IWFM's products and services to new and existing customers
- Develop and maintain a strong understanding of the Workplace and FM landscape to identify future opportunities and develop plans for growth
- Work alongside IWFM's Learning Design to align organisation's competence requirements to IWFM Professional Standards, products and services
- Create Sales Agreements based on agreed proposals
- Retain IWFM organisation customers and provide account management services to maintain the customer base and identify further opportunities
- Provide customer insight to IWFM Academy and Marketing to inform future products, services and campaigns
- Report on progress against sales targets and identify future plans to meet sales objectives
- Maintain CPD to ensure knowledge of workplace and facilities management as well as learning and development principles and sales techniques
- Work to the IWFM values and behaviours

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Technical Skills

- Knowledge of the business-to-business sales cycle.
- Experience selling product solutions through a consultative approach
- Knowledge of Customer Relationship Management (CRM) systems.
- Experience building strategic partnerships with organisations
- Commercially and strategically aware of IWFM Academy and competitor activity
- Experience proposing development solutions to organisations
- Understand the approach to adult learning and development methodologies.
- Knowledge of organisational strategy.

Behavioural Skills

- Focussed on providing outstanding customer service.
- Target driven and able to balance the need to hit short-term targets while building a sustainable longer-term pipeline.
- Self-motivated, driven and able to work independently and under pressure.
- Innovative thinker, creative by nature and willing contributor.
- Energetic approach and a can-do attitude, inspiring others.
- Takes responsibility and acts with confidence.
- Flexible and responsive approach.
- Communicates with confidence and calmly in high-pressure environments.
- Supportive and behaves consistently with clear personal values that complement IWFM.
- Have strong attention to detail and focussed on driving excellence