

Lead Business Development Manager

Basic information

Scale: 3
Job family: Sales
Terms: Permanent
Location: Cheltenham

Reports to: Managing Director
Direct Reports: Yes
Team:
Business unit: UCAS International

Date reviewed: October 2020



Job purpose:

The Lead Business Development Manager is responsible for identifying, developing and securing new business opportunities to drive international expansion and revenue growth for UCAS International through the creation and execution of a comprehensive business development strategy.

To support UCAS' international growth strategy, the role's responsibilities will include securing and managing strategic business relationships to accelerate business growth and working in collaboration with UCAS International's product and marketing teams to deliver new products and services.

As a senior member of the UCAS International team, the role will also be responsible for managing and overseeing UCAS' in-country business development operations to support and grow UCAS International's share of international student applications to UK higher education and increase local market awareness, customer adoption of UCAS' international products and services portfolio).

Key accountabilities:

- research and identify new business opportunities - including new markets, growth areas, trends, customers, partnerships, products and services - and new ways of reaching existing markets
- devise and lead sales strategies, plans and forecasts for driving income growth across all international markets, working in collaboration with senior UCAS sales colleagues where appropriate
- identify and build a sales pipeline for key accounts, leading on significant sales pitches and managing the acquisition, negotiation process, foster and develop ongoing relationships
- develop and drive the lead generation process for your team, generating leads and maximising conversion across the team
- train, mentor and manage members of your team, with a view to improving their skillsets, capabilities and developing a high level of performance

- lead and have ownership of the pricing strategies for all UCAS International products and services
- work with your team and in collaboration with UCAS International's product and marketing teams to agree positioning strategies for new and existing products and services
- work with your team and in collaboration with product and marketing teams to agree strategies, develop new service offerings and a roadmap for new product development and deployment
- be an advocate for UCAS International internally across the UCAS Group
- think strategically, seeing the bigger picture and set aims, objectives and targets for your team in order to develop and improve the business in accordance with its business model and overall growth targets
- network and build the profile of UCAS internationally, organising and attending events, seminars, training, conferences where appropriate and relevant
- keep abreast of changes in the market and competitor landscape to ensure UCAS International remains competitive and innovative

Skills, qualifications, and experience:

- Previous experience working in a senior B2B business development role, ideally in higher education
- Significant experience working at a senior level in sales environments, with substantial sales experience
- Extensive experience of successfully presenting and pitching for major opportunities at international organisations
- Proven track record of generating new business and achieving consistent revenue growth
- Highly experienced leader and motivator of sales and business development teams
- Ambitious, customer-focused and target-driven with a passion to succeed
- Excellent networking, communication and presentation skills
- Ability to develop robust stakeholder relationships both internally and externally
- Extensive experience and skill in account management
- Knowledge of the international education sector desirable
- Previous marketing experience desirable
- Previous experience working internationally desirable

This role profile sets out the scope and main duties of the post at the date when it was drawn up. Such details may vary from time to time without changing the general character of the post or the level of responsibility entailed. Such variations are a common occurrence and cannot of themselves justify a reconsideration of the level of the post. All UCAS employees are expected to be flexible in undertaking the duties and responsibilities attached to their role and may be asked to perform other duties, which reasonably correspond to the general character of their role and their level of responsibility.

Our values in action:

Customer-focused – We understand what our customers want, and we act on their changing needs.

Collaborative – We collectively create an engaging and positive work environment.

Accountable – We take ownership of our individual and organisational performance.

Service excellence – We realise, grow, and maximise our potential.

Trusted – Individuals are trusted to make informed decisions and take appropriate risks.