



# JOB DESCRIPTION

Job Title:	Business Development Manager - Hair	Version:	1.1
Department:	Sales		
Reports To:	Head of Sales		
Supervises:	N/A		
Grade:	15	Date:	October 2021

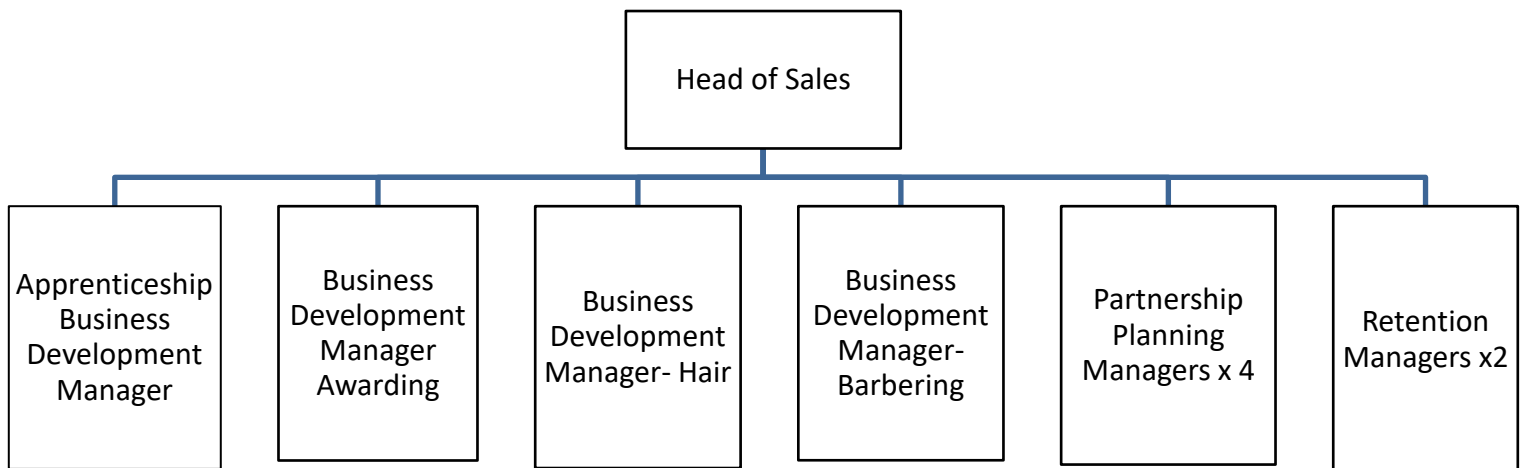
## Purpose of Job:

Working as part of the Sales & Partnership Centre, the role of a Business Development Manager is to grow VTCT’s revenue and market share in the Hairdressing sector. The Business Development Manager needs to be credible, polished, self-motivated, experienced in the hairdressing industry and experienced in developing a network of contacts within each of their accounts. This role requires a focus on results through a consultative sales approach while building long-term relationships.

## Dimensions:

Financial:	The Job holder will effectively contribute to revenue targets while managing agreed budget
Staff:	The job holder manages a virtual team utilising the necessary skills from across the organisation to deliver the required solutions for their accounts.
Others:	The job holder works across a broad range of qualifications, products and solutions with varying technical complexity.

## Organisation Structure:





## Principal Accountabilities:

1. Take responsibility for the management of agreed business KPIs for Hairdressing new business strategy.
2. To increase the number of new students taking Hairdressing qualifications by winning new training provider and employer accounts
3. To support our centres to grow their hairdressing provision by increasing their student numbers
4. Understand the market and provide informed insights to drive VTCT's growth strategy and ensure that market opportunities are identified and maximized.
5. Collaborate with specialists across the organisation to develop and drive a clearly defined value proposition that supports KPI delivery.
6. Manage an employer relationship strategy and work with colleagues to deliver an appropriate sales and marketing plan for SME and corporate business.
7. Co-ordinate relevant and timely market insight and maintain up to date market and product knowledge that drives action across the business.
8. Assisting with generating a potential customer contact list and following up on enquiries and generating own customer contacts;
9. Visiting an agreed caseload of potential VTCT training providers to discuss their business requirements and promote VTCT's Hairdressing provision;
10. Collaborate with specialists across the organisation to develop and drive a strategic plan to support the growth of the hair sector
11. Collaborate with specialists across the organisation to develop a long term relationship marketing strategy to drive satisfaction, loyalty and retention
12. Supporting research into markets and identification of potential leads; presenting, promoting and pitching in a professional manner.
13. Establish, develop and maintain positive and professional customer interactions and relationships; consistent and timely onboarding; expediting the resolution of customer issues to maximise resolution.
14. Working with external agencies to ensure effective position with employers and other industry stakeholders.

### Business Development:

15. To identify new training providers, and support their approval to offer VTCT qualifications
16. Represent VTCT at external events.
17. Contribute to the delivery of a strong business development plan that is consistent with strategies to meet business KPIs and targets agreed markets, particularly:
  - Training providers
  - Employers
  - Schools
  - Prospective students
  - Regional bodies / LEPs



**GENERAL RESPONSIBILITIES**

- Undertake training and development as required by the organisation.
- Demonstrate by actions commitment to organisation’s Values.
- Demonstrate by actions commitment to equality, diversity and inclusion.
- Any other duties commensurate with role to support the organisation’s business needs.
- To be responsible for their own health and safety.

**Working Relationships and Contacts:**

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| <ol style="list-style-type: none"><li>1. Ongoing regular contact with the multiple stakeholders within your allocated accounts to maintain strong account management links across various departments.</li><li>2. Liaison with CLT to ensure key accounts have good interaction and access to at least one member of the CLT.</li><li>3. Engage with internal teams to share relevant insight about developments and trends within the educations sector and Employer relationships that may impact on business decisions.</li></ol> |
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## PERSON SPECIFICATION

ATTRIBUTES	ESSENTIAL	DESIRABLE
<p><b>Knowledge</b> <i>This relates to the level and breadth of knowledge required to do the job, e.g. an understanding of a defined system, practice, method or procedure.</i></p>	<ul style="list-style-type: none"> <li>• Knowledge of professional bodies, training and/or Apprenticeships</li> <li>• Project management techniques, including briefing and scheduling</li> <li>• Knowledge of vocational education</li> <li>• Business to Business consultative sales</li> <li>• Knowledge of the UK educational policy landscape and vocational qualification delivery strategies</li> </ul>	<ul style="list-style-type: none"> <li>• Knowledge of government funding (AEB, Apprenticeship standards Etc)</li> <li>• Our client's products and services</li> <li>• Knowledge of consultative sales techniques</li> <li>• Knowledge of relationship marketing</li> </ul>
<p><b>Technical/Work-based Skills</b> <i>This relates to the skills specific to the job, e.g. language fluency, typing skills, etc.</i></p>	<ul style="list-style-type: none"> <li>• Strong communication skills (inc. written and presentation skills)</li> <li>• Developing effective working relationships with clients and internal contacts</li> <li>• Good negotiating skills</li> <li>• Organisational and time management skills for multi-tasking.</li> <li>• Full, clean driving licence</li> <li>• IT skills</li> </ul>	<ul style="list-style-type: none"> <li>• Strong project management skills</li> </ul>
<p><b>General Skills/Attributes</b> <i>This relates to more general characteristics required to do the job effectively, e.g., effective written communication skills, ability to delegate, motivation or commitment etc.</i></p>	<ul style="list-style-type: none"> <li>• Good listening and questioning skills</li> <li>• Ability to identify and exploit commercial opportunities in terms of training providers, methods of delivery and products</li> <li>• Strong customer centric approach – help remove obstacles and build solutions</li> <li>• Ability to recognise risk with accounts, and act accordingly</li> <li>• Ability to share market and competitor intelligence</li> <li>• Outcomes-focused sales approach</li> <li>• Strategic and creative thinker with a positive 'can do' attitude</li> <li>• Practical self-starter with high degree of initiative</li> </ul>	



<p><b>Experience</b>  <i>This is the proven record of experience and achievement in a field, profession or specialism. This could include a minimum period of experience in a defined area of work (take care to ensure period stated is appropriate and not unnecessarily excessive)</i></p>	<ul style="list-style-type: none"> <li>• Hairdressing industry experience</li> <li>• 3-4 years minimum of working within a sales or account management role</li> <li>• Account management with evidence of progression</li> <li>• Consultative selling</li> <li>• 3-4 years minimum of working within the Education and training sector</li> <li>• Successful track record of developing a network of contacts within accounts</li> <li>• Briefing and managing multiple projects</li> </ul>	<ul style="list-style-type: none"> <li>• Proven ability to leverage commercial knowledge and use it to grow accounts</li> </ul>
<p><b>Qualifications</b>  <i>Please state the level of education and professional qualifications and/or specific occupational training required</i></p>	<ul style="list-style-type: none"> <li>• Educated to Level 3 standard with Level 2 in Maths and English.</li> </ul>	<ul style="list-style-type: none"> <li>• Degree or equivalent</li> <li>• Management Qualification</li> </ul>



**Job Description Document Confirmation Section**

**Job Title:** Business Development Manager - Hair  
**Department:** Sales

I confirm that this is a true and accurate reflection of this job

\_\_\_\_\_  
**JOBHOLDER signature**

\_\_\_\_\_  
**Print Name**

\_\_\_\_\_  
**Date**

\_\_\_\_\_  
**LINE MANAGER/SUPERVISOR signature**

\_\_\_\_\_  
**Print Name**

\_\_\_\_\_  
**Date**

\_\_\_\_\_  
**HEAD OF DEPARTMENT signature  
(if different from Line Manager)**

\_\_\_\_\_  
**Print Name**

\_\_\_\_\_  
**Date**

**Comments/Notes:**



Document amendment history page

Version	Document Owner	Issue Date	Changes	Role
1	Head of Human Resources	February 2019	Updated to new format	Head of Human Resources
2	HR Advisor	June 2021	Updated format, change to document owner	HR Advisor

Document Review

Role	Review Status
Head of Human Resources	Document Agreed
HR Advisor	Update complete

Document Owner

Document Owner	Document shared with
HR Advisor	Chief Financial Officer

Document Sign-off

Role	Sign-off Date
Head of Human Resources	February 2019
HR Advisor	June 2021