



Gloucestershire College is advertising this role on behalf of Gloucestershire Professional Services (GPS).

About the Role – Employment Details

Post Number	A167b
Job Title	Business Development Manager
Salary	PO41 - £44,073.23 plus PRP
Contract Type	Permanent , 37h per week
Campus	Gloucester
Department	Employer Training and Partnerships
Reporting To	Head of Employer Training and Partnerships
Holiday	32 increasing to 37 after 5 years
Pension	People Pension – 6% matched contribution

About the Role – Meet the Team

The Business Development Manager is a senior sales leadership role responsible for driving revenue growth through new business development, employer engagement and strategic account management.

You will lead the sales team to achieve targets, grow existing employer accounts and secure new business across the College's apprenticeship and employer training offer. Working closely with the Head of Employer Training and Partnerships, Marketing and colleagues across the College, you will identify new markets, develop employer opportunities and deliver effective sales activity. You will use CRM data, market insight and performance reporting to manage the sales pipeline and drive growth.

A key focus will be developing strong employer relationships, positioning the College as a trusted training partner and maximising opportunities for repeat business, apprenticeship growth and long-term partnerships.

You will lead by example, setting clear expectations, coaching and developing the team, monitoring performance and creating a proactive, collaborative and target-focused sales culture.

About the Role – Duties and Responsibilities

- Lead and manage the team to achieve and exceed agreed sales and income targets, aligned to the College's financial plan and forecasts.



- Take overall responsibility for business development activity and sales performance, ensuring a consistent and proactive approach to generating new business.
- Develop and manage a strong sales pipeline, identifying prospects, qualifying opportunities, progressing leads and converting opportunities into new employer business.
- Identify and target new markets, sectors, employers and commercial opportunities to increase sales of the College's employer training offer.
- Develop and maintain effective new business development strategies, using networking, direct engagement, events, referrals and other appropriate channels to generate leads and opportunities.
- Work with the Head of Employer Training & Partnerships and Marketing to plan and deliver sales and marketing activity that generates measurable leads, opportunities and revenue.
- Set clear individual and team sales objectives, monitor performance against target and take action to address underperformance or maximise opportunities.
- Report regularly on sales activity, pipeline value, conversion, revenue and performance against target to the Head of Employer Training & Partnerships and the CFO.
- Monitor and manage the sales pipeline through the CRM system, ensuring opportunities, activity, forecasts and client information are accurate and up to date.
- Lead the development and growth of key employer accounts, identifying opportunities for upselling, cross-selling, repeat business and increased training provision.
- Monitor results from account management activity, including the management and development of key accounts alongside the Head of Employer Training and Partnerships
- Build and maintain a strong network of employer contacts and actively develop relationships that generate new sales opportunities and commercial partnerships.
- Maintain a strong understanding of the College's employer training products and services and ensure the team can confidently position and sell these solutions to employers.

About You

You will bring significant experience in business development, sales, and account management, with the ability to identify new opportunities and convert them into measurable outcomes. Confident using CRM systems and data to inform decision-making, you are proactive in managing pipelines and delivering results.

As a natural leader, you will have experience managing and developing teams, setting clear objectives, and driving high performance. You are an excellent communicator, able to engage confidently with a wide range of stakeholders and represent the organisation professionally within the business community.



You are adaptable, target-focused, and committed to delivering an outstanding customer experience. With a positive and solutions-focused mindset, you thrive in a fast-paced environment and are motivated by continuous improvement and achieving ambitious goals.

A collaborative approach is essential, alongside the ability to work cross-functionally and contribute to wider organisational success. Experience within the education, training, or apprenticeship sector would be advantageous but is not essential.

Our Shortlisting Criteria

Essential	• Extensive experience collaborating with employers and developing strong professional relationships • Proven track record in sales and securing new business opportunities • Skilled in using CRM systems to manage and track client interactions • Demonstrated experience in key account management • Experience leading and managing staff
Desirable	• Experience within the education and training sector, particularly in apprenticeships • Management training and/or relevant professional qualifications • Knowledge of equality, diversity, and safeguarding through formal training • Demonstrated experience in key account management • GCSEs in English and Maths at grade C or above

The Perfect Person for us will demonstrate

Abilities	• Proficient IT skills, including Microsoft Office applications • Flexible and adaptable, with the confidence to engage effectively with employers • Strong ability to deliver an exceptional customer service experience • Excellent communication skills, both written and verbal • Driven and motivated to set and achieve ambitious targets
Job Circumstances	– Able to travel between college sites (if required) – Undertake any training required for the role – Hold an Enhanced DBS check or be willing to undertake a check.



- This job description outlines the main duties at the time it was written. Tasks may change, but the role's overall nature and responsibility remain the same. These changes are normal and don't justify a change in the post's grading.

About the College – Our Expectations

- Take an active part in the Professional Development Conversations (PDC)
- Engage with all relevant Health & Safety regulations and assist the College in the implementation of its own Health & Safety Policy
- Actively promote the College's Equality and Diversity Policy
- Actively promote the College's Safeguarding Policy and Practices
- Support the College's sustainability policies and recognise the shared responsibility of carrying out duties in a resource efficient way
- Participate in enrolment
- Participate constructively in college activities and to adopt a flexible approach to your work.
- Undertake a first-aid qualification and participate in the first aid rota, as required.
- Undertake any other relevant duties as specified by your line manager commensurate with the level of this post

Safeguarding

At Gloucestershire College, we are committed to promoting the welfare and safeguarding of our young people and vulnerable adults. The College expects all students, staff and visitors to share this commitment. Safer recruitment practices are an essential part of this commitment.

If shortlisted, you will be required to complete a self declaration of any criminal record or other information that may make you unsuitable to work with children. This includes explaining any gaps in employment. Applicants will be required to disclose any cautions, convictions, reprimands or final warnings in line with the Rehabilitation of Offenders Act. The College is committed to the fair recruitment of ex-offenders in line with its policy and legal responsibilities.

Candidates will be asked to provide evidence of their right to work in the UK. Satisfactory references and online searches will also be completed as part of the safer recruitment process. The online search reviews publicly available information, including social media, to identify any concerns that may require further discussion. References may be requested either before interview, with consent, or following an offer of employment.

All successful applicants will be required to complete an enhanced DBS check appropriate to the role.