



About the Role – Employment Details

Post Number	A180
Job Title	Senior Business & Apprenticeship Sales Executive
Salary	£34,004.70
Contract Type	Permanent / Full time
Campus	Gloucester
Department	Employer Training and Apprenticeships
Reporting To	Business Development Manager
Holiday	27 days per annum, increasing to 32 days after 5 years, bank holidays and Christmas closure
Pension	People's Pension, 4%-5% matched contribution

About the Role – Meet the Team

Gloucestershire Professional Services (GPS) is seeking a motivated and results-driven Sales Professional to join our Business Development team at Gloucestershire College. In this role, you will play a key part in supporting business growth by developing new opportunities, strengthening existing customer relationships, and promoting apprenticeship and training solutions that meet the evolving needs of employers across a range of sectors.

Working as part of a collaborative and high-performing team, you will engage with businesses to identify skills gaps, understand workforce development needs, and provide tailored training solutions that deliver real value. You will contribute to our mission of supporting local employers and enhancing skills across the region, helping to ensure businesses have access to high-quality, industry-relevant training that supports their growth and success.

This is an exciting opportunity for a proactive sales professional who is passionate about building strong partnerships, delivering excellent customer service, and making a positive impact on both businesses and the local economy.

About the Role – Duties and Responsibilities

- Be involved in the development and implementation of the sales and marketing strategy and associated literature
- Securing income from existing and new customers to agreed sales targets
- Undertake market research and contribute to a programme of marketing events





- Increase the college's market share in SME's and large public and private sector businesses through prospecting activity
- Maintain appropriate records to meet relevant quality standards
- To ensure the CRM system is used and updated daily as a working tool to maintain currency of employer records/data
- Attend business events to raise the colleges' profile
- Organise business events to raise the colleges' profile
- Be aware of current market trends and legislation and respond accordingly
- Be an active member of the cross-college business development team
- Monitor customer activity and competitor activity and report to the sales/business development manager on progress towards achievement of sales targets
- Liaise with Directors, Curriculum/Training Managers, Lecturers and Trainers to discuss the training needs of existing and potential customers with a view to developing appropriate provision
- Build effective working relationships with customers, college staff and external agencies
- Act as account manager for allocated customers and manage the relationships appropriately
- Undertake key account management

About You

Our Shortlisting Criteria

Essential	• Proven experience of effective sales negotiation to conclusion and follow up service. • Previous achievement of income targets • Experience/record of successful selling and account management • Previous Customer facing experience • English and Maths to a level 2 (or equivalent) or above
Desirable	• Appreciation and awareness of marketing and sales theory and activity • Experience of selling training • Experience of the Education and Apprenticeship sector • Degree/graduate or similar higher-level qualification

The Perfect Person for us will demonstrate

Abilities	• Excellent communicator at all levels both written and verbally • The ability to work and thrive in a fast paced and very busy workplace environment
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	• The ability to multitask • Excellent team player • The ability to see every opportunity in the sales environment and act on it. • Good attention to detail
Job Circumstances	• Able to travel between college sites (if required) • Undertake any training required for the role • Hold an Enhanced DBS check with child barred list 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 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 and our 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.