



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

About the Role – Employment Details

Post Number	A167
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 plays a vital role in supporting sustainable growth and building positive, long-term partnerships with employers. In this role, you will identify and develop new opportunities, nurture key relationships, and support and inspire a high-performing team to achieve shared goals. You will also contribute to shaping our employer engagement approach, ensuring we remain an accessible, responsive, and trusted provider for a diverse range of partners across the sector.

About the Role – Duties and Responsibilities

- Lead and manage the Business Development team to achieve sales targets for the coming year based on the College's financial plan and forecasts.
- Work with the Director of Employer Training and marketing to plan the marketing activity to support the sales of all cross-college employer training.
- Report regularly on performance against target to both line manager and the wider college management team.
- To have/develop an excellent reputation within the business community and with the College's employers. This will be achieved by networking and employing every relevant form of communication in a coordinated way.
- Upskill self and team in employer related products and services and organise professional expertise in this from the wider college team.
- Lead the sales and sales support team ensuring that targets are set and met and that performance processes are completed in a timely manner, including appraisals.





- Ensure that a range of operating standards is in place to ensure a fast response to enquiries and for the generation of sales.
- To maintain a close working relationship with colleagues across the college and in those within the wider Employer Training and Apprenticeships Team.
- Monitor results from designated account management activity, including management of key accounts with the Director of Employer Training.
- With the support of the sales Support Executive gather, analyse and share competitor information and share potential emerging market opportunities with the college teams.
- With the support of marketing and line manager lead on the organisation of employer events within the college e.g. Business Breakfasts, business forums and employer training seminars.
- Take an active part in the performance review process.
- Comply with all relevant Health & Safety regulations and assist the College in the implementation of its own Health & Safety Policy.
- Comply with and actively promote the College's Equality and Diversity Policy.
- Comply with and 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.
- 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.

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	<ul style="list-style-type: none"> • 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	<ul style="list-style-type: none"> • 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	<ul style="list-style-type: none"> • 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	<ul style="list-style-type: none"> – 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.