



Business Development Manager

Recruitment pack: August 2024

About the role

ASDAN is looking for a skilled business development professional who understands the UK education sector and has demonstrable experience of building relationships with decision makers in education settings.

About you

You will be proactive in your approach to identify new opportunities, utilising evidence and insight available to best target your efforts, as well as being adept at keeping accurate records of relationships and linking across colleagues to ensure key information is shared coherently between internal stakeholders. You will also be a confident presenter, skilled at engaging a variety of audiences verbally and in writing to generate new business.

Knowing ASDAN, while valuable, is not essential but you will be a fast learner, getting up to speed quickly to confidently present our offer.

This role is offered full-time, but we are open to part-time if its suitable for both parties.

The successful candidate will work on a hybrid basis, with periodic travel to our main office in St George, Bristol an expectation.

About the role

About us

ASDAN is an education charity and awarding organisation providing courses, accredited curriculum programmes and regulated qualifications to engage, elevate and empower learners aged 11 to 25 years with diverse needs.

Our goal is to engage young people through relevant and motivating courses to achieve meaningful learning outcomes, which elevate them to go on to further education, training and work, and empower them to take control of their lives. We do this by developing courses with an accessible and practical pedagogy for learners; and by supporting our partner educators to foster the personal, social and work-related abilities of young people in greatest need.

We believe that young people should have the opportunity to discover, develop and make use of their abilities to affirm their identities, contribute to society, and challenge educational and social inequalities.

For further information about ASDAN, please visit our website: asdan.org.uk

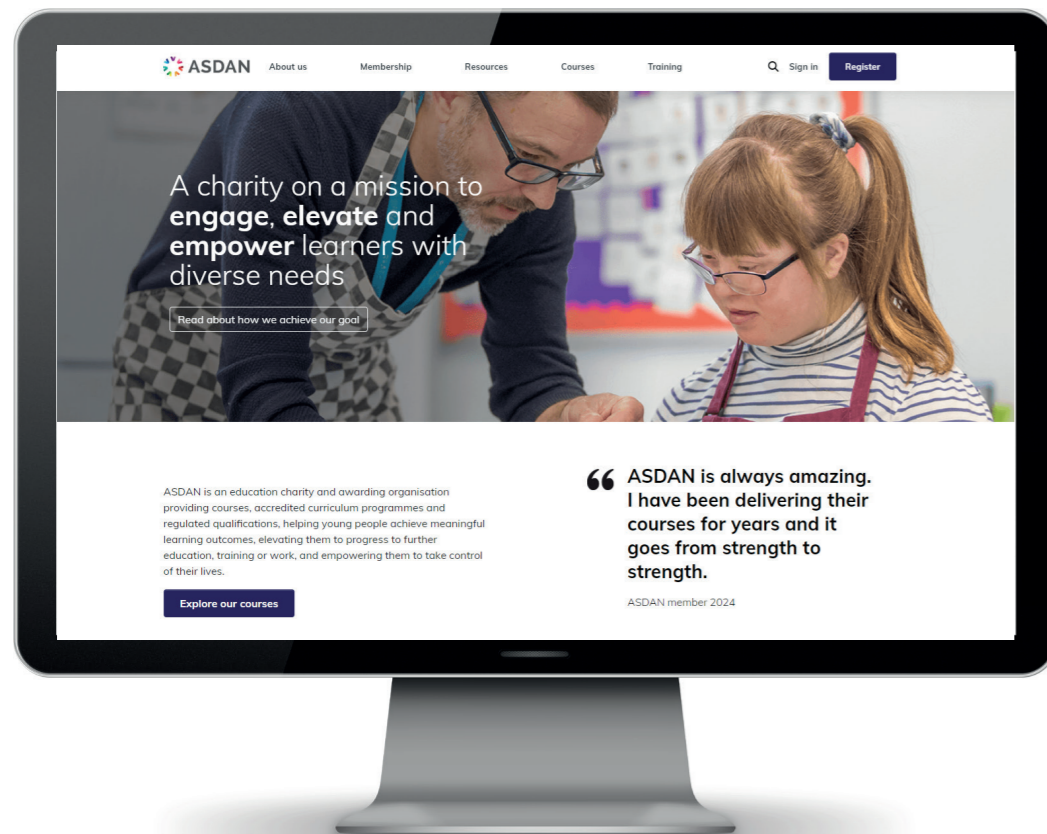
For more information about the role

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📷 **Below:** ASDAN staff working collaboratively at one of our twice-yearly learning day events



Conditions and how to apply

Contract	Permanent
Salary	£37,745 (band 6)
Hours of work	Full time: 37.5 hours, 5 days per week (to be agreed)
Pension	Scottish Widows. Post-holder has option of two levels of contribution: <ul style="list-style-type: none"> • employee 3% employer 6% • employee 6% employer 9%
Leave entitlement	Starting at 27 days per annum, rising an additional day per year to maximum 32 days, in addition to statutory bank holidays.
Location	This is a hybrid role, working partly from home and partly from our main office in St George, Bristol.

How to apply

To apply for this position, please visit the vacancies section of the ASDAN website asdan.org.uk/vacancies where you will find the job description and application form. You are welcome to submit a CV alongside your completed application form. Only applications made using the application form will be considered.

Within your application form, please include a clear outline of why you feel you would be suitable for the position, including examples of your skills and experience, referring to the person specification as appropriate. Please email your applications to personnel@asdan.org.uk.

It would be appreciated if you could complete ASDAN's equalities, diversity and inclusion (EDI) monitoring form at the time of your application. This information will be treated as confidential for monitoring purposes only and kept separate from your application.

Key dates

- applications close: Monday 9 September at noon
- interviews: w/c Monday 16 September

Interviews will be held at ASDAN's main office in Wainbrook House, St George, Bristol.

Please contact personnel@asdan.org.uk for an informal conversation about this opportunity.

Role description

Title	Business Development Manager
Accountable to	Operations Director
Responsible for	N/A
Liaison with	Head of Member Engagement; Head of Programmes and Development; Marketing and Communications Manager; Head of Quality and Qualifications; Finance Manager; Head of Digital; Associate Head of Professional Learning and Innovation

Job purpose

To pro-actively build relationships with key decision and policy makers in centres including multi-academy trusts, mainstream secondary schools, special schools and further education colleges in the UK to generate new business by demonstrating the benefits of ASDAN's offer, securing them in membership and growing their use of ASDAN, sustainably.

Objectives

- 1 Develop, deliver, report on, and evaluate progress against, an annual business development plan for the UK.
- 2 Identify audiences for growth and the potential value of new audiences.
- 3 Maintain a comprehensive understanding of ASDAN's existing portfolio and new products in development in order to successfully generate new business.
- 4 Raise the profile of ASDAN at appropriate events, seminars and exhibitions to targeted audiences.
- 5 Maintain records of competing products and services offered by other awarding organisations that may impact take up of ASDAN courses.
- 6 In common with all staff.

Key duties

1. Develop, deliver, report on and evaluate progress against annual business development plans for the UK:

- a Work with the Operations Director and department Heads to develop annual business development plans for key centres and groups of centres to target in order to grow ASDAN's membership sustainably.
- b Plan and deliver the implementation of the annual business development plan, ensuring consistency against membership strategy and congruence with marketing and communication and development plans.
- c Report on and evaluate progress against targets to internal stakeholders, and support the Operations Director with reporting to trustees, adjusting plans accordingly.
- d Support the Operations Director to create an annual business development budget to achieve objectives within plans.

Role description

- e Work alongside the Head of Member Engagement to ensure the CRM is maintained with accurate information on leads, deals completed and the progress for those still in discussion to support KPI reporting.
- f Liaise with the Head of Digital to identify, develop and implement solutions to support business development activity.

2. Identify audiences for growth and the potential value of new audiences:

- a Work with the department Heads to consider the strategic fit of ASDAN's offer with new audiences, and how they address their needs.
- b Use insight gained to identify needs and therefore opportunities within existing membership groups to grow membership.
- c Work with the Operations Director to determine the value of potential new membership categories for audiences not served by existing membership offer.
- d Identify regional funding opportunities and work with the Head of Development and Membership and Marketing Director on the preparation of bids for funding where appropriate in line with the income generation strategy.

3. Maintain a comprehensive understanding of ASDAN's existing portfolio and new products in development in order to successfully promote them to new audiences:

- a Work with the Head of Programmes and Development, Qualifications Manager and other relevant colleagues to be able to confidently explain the features and benefits of the courses we offer in order to demonstrate the value to centres.
- b Regularly feedback to the Head of Development and Marketing and Communications Manager the responses from prospective members to support the refining of key messages about ASDAN's courses.
- c Be part of project teams responsible for the creation of new courses to understand their features to then be able to promote their benefits to key audiences, alongside the Marketing and Communications Manager.

4. Raise the profile of ASDAN at appropriate events, seminars and exhibitions to targeted audiences:

- a Identify suitable opportunities to present ASDAN courses to targeted audiences at virtual or in-person events.
- b Work with the Marketing and Communications Manager to plan and maintain an annual calendar of events.
- c Liaise with the Design team for the production of any promotional materials required to support ASDAN's presence at virtual or in-person events.

Role description

5. Maintain records of competing products and services offered by other awarding organisations that may impact take up of ASDAN courses:

- a Research and map across courses which either directly or indirectly compete with ASDAN's offer.
- b Work with colleagues to identify any gaps in the market for product development.
- c Thematically group and report feedback for those who enquire but do not proceed to inform business processes.

6. In common with all staff

- a To support the charitable purposes of ASDAN.
- b To actively work to secure the sustainability and growth of ASDAN.
- c To manage ASDAN's resources effectively and efficiently.
- d To provide the highest standards of customer service to customers of ASDAN.
- e To support collectively leadership, development and relationship building across ASDAN, and with relevant markets and stakeholders.
- f To participate in ASDAN's annual review process and undertake appropriate training and development, ensuring up to date knowledge and practice is applied and maintained for the efficient and effective performance of the post, supporting ASDAN's strategic objectives.
- g To effectively promote the safety and well-being of children, young people and all vulnerable individuals, in line with ASDAN's safeguarding policy.
- h To uphold and promote ASDAN's Equality policy and practices, respect the unique contribution of every individual and to work positively in an environment that promotes equality and diversity.
- i To ensure awareness of and compliance with all health and safety requirements in accordance with the provision of health and safety legislation.
- j To keep up to date, so far as is necessary, for the efficient execution of the role, with new legislation, procedures and methods.
- k To comply with the requirements of GDPR (General Data Protection Regulation) and follow good practice with regards to the security and confidentiality of information
- l To present an appropriate professional image of ASDAN.

It should be understood that this job description may change as ASDAN develops, following discussion and agreement with the post-holder. The post holder will be expected to adopt a flexible approach to ensure the efficient and effective running of ASDAN. The post holder will have full opportunity to discuss and be active in changes or developments.

Person specification

Qualifications and experience	Essential or desirable
<ul style="list-style-type: none"> • Educated to degree level or equivalent vocational qualification in a relevant topic. 	Essential
<ul style="list-style-type: none"> • Experience of working with senior leaders in education settings including multi-academy trusts. 	Essential
<ul style="list-style-type: none"> • Experience of managing complex relationships with teachers, educators and staff who support learning. 	Essential
<ul style="list-style-type: none"> • Experience of developing and implementing successful business development plans. 	Essential
<ul style="list-style-type: none"> • Experience of delivering training or presenting to diverse audiences. 	Essential
<ul style="list-style-type: none"> • Experience of delivering an ASDAN qualification or programme. 	Desirable
<ul style="list-style-type: none"> • Experience of using CRM systems. 	Desirable
<ul style="list-style-type: none"> • Experience of working with learners with diverse needs and/or their teachers and mentors. 	Desirable

Skills, knowledge and expertise	Essential or desirable
<ul style="list-style-type: none"> • Knowledge of the UK education sector. 	Essential
<ul style="list-style-type: none"> • Skilled in reporting and analysing data and information. 	Essential
<ul style="list-style-type: none"> • Knowledge of performance management tools. 	Desirable
<ul style="list-style-type: none"> • Knowledge of marketing tools and techniques. 	Desirable
<ul style="list-style-type: none"> • Knowledge and understanding of quality assurance of education programmes and qualifications. 	Desirable
<ul style="list-style-type: none"> • Skilled in managing competing deadlines and a diverse workload. 	Essential
<ul style="list-style-type: none"> • Excellent interpersonal and communication skills. 	Essential
<ul style="list-style-type: none"> • Skilled in Microsoft Office. 	Essential

Person specification

Personal qualities expected of all staff
<ul style="list-style-type: none"> • Ability to demonstrate alignment with ASDAN's mission and values. • Demonstrable commitment to high standards of customer service. • Highly professional standards of behaviour at all times. • Highly motivated and proactive. • A collaborative team player. • Calm under pressure and in changing circumstances. • Flexible, friendly and helpful.



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