

JOB DESCRIPTION

Job Title	Business Development Manager, Open Programmes		
Reports to	Director of sales		
Department	Executive Education		
Job Family	Relationship	Level	4

About the School

At London Business School, we strive to have a profound impact on the way the world does business and the way business impacts the world. Our departments work hard to ensure that we are continually delivering a world-class service, academic excellence and that our course offering maintains our place as a leading business school.

With thought-leading faculty and dynamic learning solutions, we empower both businesses and individuals by offering a transformational learning experience that will broaden their professional knowledge and global mindset. As well as offering postgraduate courses for the business leaders of the future, we run open and customised executive courses for professionals and corporate clients that help leaders identify the future focus and strategic direction of their businesses.

With London in our hearts, we draw from its status as a financial, entrepreneurial and cultural hub to attract a diverse range of students and faculty, creating an abundance of opportunities to network with industry experts and alumni worldwide.

About the Department

Executive Education

We aim to create an exceptional learning environment for a global, cross-generational community of intellectually curious, critical thinkers.

Executive Education designs and delivers world-class management and leadership development programmes including a portfolio of 30 + open enrolment programmes for individuals and customised programmes for global client organisations. Executive Education accounts for approximately 35% of the School's total revenue and is a key part of the School's future strategic and growth plans.

Job Purpose

- To build substantial, profitable and enduring high quality relationships with a broad spectrum of corporate clients across the world based on the open enrolment offering in Executive Education. The jobholder has overall client

accountability which entails maintaining and growing current corporate partnerships as well as prospecting and securing new clients.

- A critical part of the role is to successfully promote our online offering to a broad spectrum of prospects and clients.
- The Business Development Manager owns the pipeline end-to-end and is responsible for qualifying, shaping, agreeing, contracting and mobilising with new and existing clients.

Key Areas of Accountability and Key Performance Indicators (KPIs)

Key areas of accountability:

Strategy and Planning

- Contribute to the development of strategy for the area, ensuring that plans are aligned to wider departmental strategy and overall School goals.
- Define and execute on annual account plans
 - Clear strategic view of where to take the accounts
 - Strong execution and follow up
 - Secure and grow revenues for future years

Relationship Management

- Work with the Director of Sales, Open Programme Directors and their teams, Custom Client Directors to scope opportunity for growth through targeted corporate enquiries (B2B).
- Drive business growth and engagement with a portfolio of existing global clients, building a strategic view of the account and securing revenue over the long-term.
- Maintain and nurture strong relationships with key HR and L&D partners and business stakeholders.
- Manage prospective clients/stakeholders through the sales/conversion/engagement pipeline, tracking progress to ensure objectives are met.
- Arrange regular client meetings and provide progress summaries to client

Online Sales

- Drive end-to-end sales engagement for our new online programme offering to a broad spectrum of prospects and clients.
- Liaise with colleagues in design, marketing and management to ensure that the appropriate level of support and activities are in place to successfully launch new online programmes.
- Develop a go-to-market sales plan to ensure sales KPI's for our online offering is met or exceeded.

Analysis and Reporting

- Demonstrate competence in operating and navigating CRM systems to record and share history of client engagements
- Identify trends with prospective clients and stakeholders, provide insight and suggest action to develop the School's relationships.

- Liaise with the analytics team to prepare reports to inform review, planning and decision-making.

Communications

- Initiate the design and delivery of new business proposals working with the Bid team including full ownership of delivering pitch presentations
- Collaborate with the Marketing and Events team to develop a public presence in our industry and network at a senior level.

Project Management

- Evaluate client requirements and internal resources requirements for each client contract
- Governance, on-boarding and project management processes agreed with client

Product/Proposition/Technical Knowledge

- Develop deep understanding of London Business School and competitor offering and use this knowledge to inform innovative and high-impact client/ stakeholder proposals.
- Keep up-to-date with industry trends and use these to ensure that innovative and effective client/stakeholder solutions are proposed.

Collaboration and Stakeholder Management

- Build a network of stakeholders across the School to facilitate improved communication and maintain knowledge of opportunities with clients and stakeholders across the School.

Financial Management

- Ensure financial targets are met whilst quality is maintained. To include quarterly review of financial position of client.
- Collaborate with the central Accounts department to meet contribution targets

Commercial

- Negotiate contracts and agreements to secure the best possible commercial outcome for the School.

KPIs:

- New account revenues
- Existing account retention and growth rate
- Formal client feedback
- Quality indicators

Knowledge, Qualifications and Skills Required

- Bachelor's degree or equivalent experience.
- Experience of developing relationships in a B2B or professional services environment.
- Previous experience from enterprise sales at a SaaS company, edtech knowledge particularly relevant.
- Know-how of bringing new products to market desirable.
- Strong proposal writing, pitching and presentation skills.

- Substantial experience of key account management and growing client relationships.
- Excellent communicating and influencing skills, with the ability to negotiate, collaborate and influence internal/external stakeholders.
- Strong commercial awareness and financial acumen
- Up-to-date knowledge of industry including competitor organisations.
- Ability to manage multiple stakeholders (internally and externally) and to
- Operate effectively with world-leading academics.

Resources including team management

None

Staff	N/A
Budgets	N/A
Date Updated	3 October 2019