



Creating a world of better opportunities

Job description

Business Development Manager - Academic

Hybrid - Stevenage

Permanent

Grade 10

Full Time - 35 Hours per Week

Reports to: Head of Sales EMEA

Where the role fits

Engagement & Growth

Purpose of the role

The Business Development Manager within our Engagement and Growth team, will be responsible for sourcing, recruiting, and retaining new and existing Clients into the IET. As part of the role, the Business Development Manager will identify new opportunities, proactively manage current accounts, drive member conversion rates and cross sell new opportunities. The Business Development Manager will grow account revenue through growth of membership and cross sell and upsell other products and solutions.

Our five behaviours

Created by our people – for our people; our behaviours underpin much of what we do and reinforce the type of organisation we want to be. They're an integral part of how our performance is managed and how we recognise great work, and map across our learning and development offering too.

You will seek to bring our behaviours to life in all that you do:

- **Include everyone**
- **Do your very best**
- **Take full ownership**
- **Work well with others**
- **Openly communicate**

Main duties and responsibilities (not necessarily in priority order)

- Identify and engage prospective business-to-business (B2B) clients using a consultative approach to understand the needs and offer tailored solutions
- Manage a portfolio of existing clients, ensuring high satisfaction and repeat business
- Create and execute business development plans aligned to the overall sales strategy
- Deliver against financial and performance targets (e.g., revenue, pipeline growth, client retention)
- Maintain accurate and timely CRM records, forecasting, and reporting of key sales metrics
- Collaborate with marketing, product, and operational teams to develop and refine offerings that align with market needs
- Support or lead on larger client accounts, key partnerships, or high-value opportunities
- Participate in client-facing events, meetings, or industry functions as required
- Contribute to the continuous improvement of the sales process and team performance
- Any other duties as are reasonable as per the skill and experience of the post-holder.

The following generic responsibilities would also apply to the role. Specific responsibilities will vary depending on the department and level of seniority.

- **Deliver operational excellence:** You'll be responsible for the efficient and effective execution of day-to-day tasks and projects, ensuring they align with organisational goals.
- **Collaborate for success:** You'll work closely with colleagues across departments, fostering open communication and a collaborative environment to achieve shared objectives.
- **Support continuous improvement:** You'll actively participate in identifying areas for improvement and implementing solutions to enhance efficiency and effectiveness within your area.
- **Develop and motivate teams:** For manager roles, you'll be responsible for coaching, motivating, and facilitating the learning and development your team to achieve their full potential, fostering a positive and inclusive work environment.
- **Enhance team strengths:** You'll support your team in understanding and using their individual strengths to improve productivity and engagement, ensuring everyone can contribute effectively.

Skills and experience required

- Proven B2B sales experience, ideally in a consultative, solutions-based environment
- Track record of achieving or exceeding targets
- Strong negotiation and closing skills
- Self-starter with strong time management and organisational ability
- Proficiency in CRM systems and reporting tools
- Exposure to multi-channel sales or complex solution selling

The following generic skills and experiences would also apply to the role. Specific requirements may vary depending on the department and level of seniority.

- **Leadership and motivation:** Where required, experience in a role is demonstrating strong leadership, motivational abilities, and the ability to delegate effectively.
- **Collaborative communication:** You'll possess excellent written and verbal communication skills with a focus on active listening, clear communication, and building strong relationships with colleagues.
- **Strong organisational and time management:** You'll demonstrate excellent organisational skills with the ability to prioritise effectively, manage your workload to meet deadlines consistently, and ensure project deliverables are achieved on time and within budget.
- **Technical and operational expertise:** You'll possess a strong understanding of the relevant technical or operational area, coupled with a strategic mindset and problem-solving skills to identify and implement solutions to ensure smooth delivery.
- **Teamwork and independent work:** You'll be a strong team player with the ability to work independently and take initiative when required.
- **Promoting a positive and inclusive work environment:** You'll be passionate about creating a positive and inclusive work environment where diversity is celebrated, teamwork is valued, and collaboration thrives.
- **Proficiency in IT tools:** You'll be proficient in Microsoft Office applications and demonstrate a willingness to learn and use any applicable support systems, including CRMs and databases.

Document control

<i>Authorised by</i>	<i>Job Title</i>	<i>Date</i>
<i>Head of Department / Team</i>	<i>[Florin Cracuin Sales & Impact]</i>	<i>[20/05/2025]</i>
<i>Strategic People Partner</i>	<i>[VD, Strategic People Partner]</i>	<i>[05/2025]</i>

This job description is not intended to include specific tasks, temporary activities or projects but aims to describe the overall purpose and outputs for the role and may be subject to change. Using this role profile, specific success objectives will be part of the ongoing performance conversations with your manager throughout the year.

It's the expectation that you will understand and keep up-to-date with all IET mandatory policies and appropriate training, including data protection and data handling, as well as current Health and Safety policies.