



**The
Workforce
Development
Trust**

Head of Business Development

Job description

Job Title	Head of Business Development
Department	Learning Solutions
Location	Bristol Office, with hybrid working available. The role will entail travel.
Pay Scale	£75k - £80k
Contract	Permanent
Hours	Full Time (37.5 hours per week)

The Workforce Development Trust

The Workforce Development Trust is a not-for-profit organisation that provides services that support employers to develop skilled, sustainable, and efficient workforces in the UK and abroad. We operate via our collective of four brands; Skills for Health, Skills for Justice, SFJ Awards and People 1st International, which deliver specialist, targeted skills interventions to support a variety of frontline public services.

Job summary

This is a significant role within the Learning Services Division, reporting directly to the Managing Director, and will be instrumental in helping the division achieve its ambitious growth targets.

The holder of this senior position will be responsible for developing and securing new business opportunities, as well as managing and expanding key accounts.

Key responsibilities include achieving agreed annual new business and revenue targets by preparing and implementing business development plans and strategies aligned with the objectives and overall strategy of both the Division and the wider group.

To be successful in this role, the post holder will:

- Have extensive experience within relevant learning, training, or educational organisations.
- Demonstrate expertise in building relationships, influencing, and negotiating with key decision-makers, including Chief Executives, Directors, Senior Managers, and Professionals.

- Show a proven ability to fully understand client needs and develop such relationships into revenue-generating opportunities.
- Exhibit excellent interpersonal and strong presentation skills.
- Demonstrate experience of working collaboratively across multiple departments to ensure successful product and service delivery to clients.
- Operate with a high degree of autonomy and work proactively with minimal supervision to generate business opportunities.
- Display positivity, resilience, and a solution-oriented mindset.

Key responsibilities

Business Development

- Develop, maintain, and deliver a viable business development plan for the designated area of responsibility, aligned with The Workforce Development Trust's strategic business plans.
- Strengthening the Business Development, Sales, and Account Management capabilities of the Learning Division.
- Delivering agreed annual revenue targets.
- Identifying, developing, and securing opportunities for the Learning Division across multiple sectors, with a particular focus on the healthcare and justice sectors.
- Preparing and implementing business development strategies and plans aligned with the objectives of the Division and the broader group strategy
- Establish and nurture productive long-term relationships with new and existing customers.
- Play a leading role in business development for our range of workforce products and services nationally, providing advice and practical assistance to colleagues to identify, qualify, and win business opportunities involving these services.
- Deliver against pipeline, annual revenue, new business, and order value targets.
- Record and manage prospects in line with organisational requirements.
- Scope, qualify, generate, submit, and (if required) present commercially viable proposals, bids, and tenders in accordance with corporate quality standards.
- Contribute to the development and delivery of marketing plans and strategies for Learning Solutions Division.
- Lead the preparation, coordination, and delivery of business development events to promote The Workforce Development Trust to local employers.

Client/Employer Relationship Management

- Manage client/employer relationships within the designated area, proactively taking the lead in cultivating constructive relationships with employers and key decision-makers.
- Identify opportunities to add value by providing expert advice and information on The Workforce Development Trust's Learning Solutions Division offerings, demonstrating how their benefits and advantages address client/employer workforce needs and issues.
- Deliver presentations in a communication style appropriate to the audience, conveying complex and relevant information to encourage sales commitments.
- Support delivery teams in resolving issues that may arise in contract delivery, working to achieve satisfactory outcomes for both the client and the organisation while maintaining positive client relationships.
- Manage key accounts through the renewal process to achieve renewal and retention targets.

Business Proposals and Tenders

- Formulate viable business proposals in accordance with The Workforce Development Trust's guidelines, drawing on input and expertise from subject matter experts and colleagues as needed.
- Lead and support the preparation of tenders for new business, following the bid management process and scheme of delegation as required.
- Negotiate commercial terms and close contracts with clients within authorised limits of delegation.
- Prepare and present business cases for consideration by Senior Management Team members or Executive Directors, as necessary.
- For partnership bids, act as the principal corporate liaison with the co-bidder and ensure the coordination of processes from The Workforce Development Trust's perspective.
- Capture, report, and utilise feedback from both successful and unsuccessful bids to inform improvement.
- Work with contracts and delivery teams to ensure contract requirements are fully understood, documented, and confirmed with the client promptly.

Leadership

- Set and manage budgets for assigned funds to achieve business plan targets.
- Line manage junior Business Development and Sales staff.
- Project manage colleagues and associates delivering contracts for clients.
- Contribute to business and financial planning.
- Uphold corporate and financial governance requirements.
- Act as an ambassador for The Workforce Development Trust within the designated area and more widely, promoting the organisation, its mission, and

its products and services.

- Representing and promoting the WTD Learning Division in a manner consistent with its remit and responsibilities.

Communication and Working Relationships

Responsible for developing effective relationships with:

- The Workforce Development Trust Group Leadership Team, Managers, and staff.
- Employers and client representatives/decision-makers within the geographical area.
- Strategically important stakeholders, including government departments, arm's-length non-departmental public bodies, professional and regulatory bodies, and trade unions, as required.
- Partner organisations.
- Other key stakeholders relevant to the designated areas of responsibility.

General Requirements

- The post holder will need to work with a high degree of autonomy and minimal supervision.
- Extensive travel across the UK will be required.
- The role will involve frequent concentration for developing business cases, proposals, and responding to tenders, with a high level of unpredictable client interruptions requiring immediate attention.
- Manage large volumes of electronic data and email communications daily.
- The role will have access to highly sensitive, confidential, and contentious information requiring complete discretion and confidentiality.
- Substantial VDU work and extensive travel within and beyond the geographical area will be required.

Person specification

Criteria	Essential	Desirable
Education and Qualifications		
Degree and/or management qualification or equivalent demonstrable senior managerial knowledge and experience	X	
MSc or equivalent post graduate management qualification with expertise across leadership and management or		X

equivalent demonstrable managerial knowledge and experience		
Knowledge		
Strong knowledge and understanding of workforce development issues faced by employers within the health and/or justice sectors	X	
Strong knowledge of the Training, Learning, and eLearning	X	
Current knowledge of skills development policies as these relate to the health and/or justice sectors		X
Knowledge and understanding of standing financial instructions in the preparation of bids and proposals		X
Understanding of the commercial requirements of a business and how these translate into selling behaviour	X	
Experiences		
Experience of effective negotiation to deliver mutually profitable solutions	X	
Business development or sales in the training, learning or educational sector	X	
Writing and preparing proposal/tender documentation	X	
Delivering tender response proposals and the creation and delivery of presentation materials at panels or other selection formats		X
Developing and delivering against short and medium-long term business development plans	X	
Business development and delivery within in the Public Sector		X
Handling complex business/ commercial and 'in confidence'/sensitive information both internally and externally	X	
Significant experience and a track record of effective relationship building and management with stakeholders and or others preferably at national and geographical levels	X	
Delivering successfully in a complex and changing business environment with deadlines and potentially conflicting and competing demands	X	

Development, delivery and management of consultancy/research/quality assurance services	X	
Skills and Abilities		
Excellent communication and presentation skills with the ability to articulate a clear vision and present appropriate and well-structured arguments	X	
Well-developed influencing, negotiation and mediation skills, demonstrating the ability to overcome objections, resolve differences and arrive at agreements	X	
Ability to manage budgets/resources in compliance with financial controls.	X	
Well-developed consultancy skills, with an ability to acquire an understanding of clients' workforce issues and relate that to WDT products and services	X	
Ability to synthesise innovative solutions and ideas to address potential business opportunities.	X	
Well-developed team working skills.	X	
Ability to work autonomously and proactively to deliver an agreed plan of action	X	
Advanced keyboard user and ability to work with MS Office	X	
Other		
Able to undertake extensive travel across the geographical area and to be mobile across the UK	X	

Job Description Completion

Name	Paul Hobden
Job title	Managing Director
Department	Learning Solutions
Date	22/11/2024

All job descriptions are subject to review. All post holders are expected to be flexible and prepared to carry out any similar or related duties that do not fall within the work outlined. The line manager, in consultation with the post holder will undertake any review.

Safeguarding

The Workforce Development Trust Ltd are committed to safeguarding and promoting the welfare of children, young people and vulnerable adults and expect all employees to share this commitment.

Equal Opportunities

The Workforce Development Trust Ltd are committed to eliminating unlawful discrimination and promoting equality of opportunity. Every employee has a personal responsibility to:

- Ensure their behaviour is not discriminatory.
- Does not cause offence.
- To challenge the inappropriate behaviours of others.
- Adhere to the Equal Opportunities policy.

Health and Safety

Under the provisions contained in the Health and Safety at Work Act (1974), it is the duty of every employer to:

- Take reasonable care of themselves and for others at work.
- To co-operate with The Workforce Development Trust Ltd as far as is necessary to enable them to carry out their legal duty.
- Not to intentionally or recklessly interfere with anything provided, including personal protective equipment for Health and Safety or welfare at work.

The Workforce Development Trust Ltd will take all reasonable practical steps to ensure your health, safety, and welfare whilst at work. If employed, you must familiarise yourself with the Health and Safety policy and Fire Safety rules. It will be your legal duty to take care of your own health as well as that of your colleagues.

Confidentiality

Within this role there will be a need to use or be party to confidential information. The employee may not disclose any information of a confidential nature relating to The Workforce Development Trust Ltd or in respect of which The Workforce Development Trust Ltd has an obligation of confidence to any third party other than where you are obliged to disclose such information in the proper course of your employment or required by law.

The unauthorised use or disclosure of personal information no matter whether in verbal, written, or electronic format, or through negligence, is regarded as misconduct. Employees are expected to act with integrity both inside and outside the workplace.

Data Protection

If you apply for a position with the Workforce Development Trust, we will use the information you provide to assist in the recruitment and selection process. Under GDPR, the general information that you supply about yourself is known as your personal data and information about any criminal convictions, ethnic origin, and health, amongst other things, is referred to as 'sensitive personal data'.

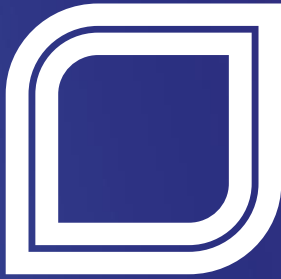
The Workforce Development Trust takes the security of your data seriously, and will not share your data with third parties, unless your application for employment is successful and it makes you an offer of employment. The Workforce Development Trust will then share your data with former employers to obtain references for you, employment background check providers to obtain necessary background checks and, where necessary, the Disclosure and Barring Service to obtain necessary criminal records checks. The Company has a legitimate interest in processing personal data during the recruitment process and for keeping records of the process. Processing data from job applicants allows the Workforce Development Trust to manage the recruitment process, assess and confirm a candidate's suitability for employment and decide to whom to offer a job. The Workforce Development Trust may also need to process data from job applicants to respond to and defend against legal claims.

Your information may be shared internally for the purposes of the recruitment exercise. This includes members of the HR team, interviewers involved in the recruitment process, managers in the business area with a vacancy and IT staff if access to the data is deemed necessary. We will hold details of all applicants until the post applied for is filled. After which, if the candidate is unsuccessful, all documents held will be confidentially disposed of, both electronically and physically. Data will not be held for any longer 3 months of receiving an application. At the end of that period, your data will be deleted or destroyed. If you wish for your data to be destroyed before this period, you may contact the HR department and request for your data to be deleted. If your application for employment is successful, personal

data gathered during the recruitment process will be transferred to your personnel file and retained during your employment.

Other Employment

You may not without prior permission in writing of The Workforce Development Trust Ltd, be employed or otherwise engaged in any other business, trade, or profession, either directly or indirectly in any capacity whatsoever.



The Workforce Development Trust

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Skills for
Health

Skills for
Justice


SFJ
Awards

People **1st**
International