# Job Title: Director of Client Solutions

**Department:** School of Technology

**Location:** Home Based

**Salary: £**80,000 plus £20,000 OTE

**Contract:** Full Time, permanent

**Reporting to:** Louise Ball, Commercial Director

**Role summary:**

The Director of Client Solutions will lead the business development activities for the technology sector, generating revenue opportunities with new within technology. The purpose of the role is to develop and implement a Business Development strategy and tactical plans and contribute strategic insight into the overall business strategy for the technology sector.

With a strong knowledge of the sector, they will be able to build lasting relationships with clients through a consultative approach that can demonstrate alignment to the businesses goals and a long term return on investment.

**Background:**

The primary objective for this role is to generate business growth through the development of commercial solutions for clients aligned to the BPP Education Group current and future product capability.

Optimizing BPP’s centralized resources and client portfolio to create new business is a fundamental element of the role in addition to:

Business Strategy- Understanding the customer’s business, business strategy and industry direction and work with the school of people and skills development and the school of technology to develop a long term, sustainable product portfolio that meets clients’ requirements for future skills

Relationship Building – Working with the technology sector to really understand the business and the challenges faced. Working with and collaborating with partners such as the Dynamo, Teck UK, Manchester Digital and employers to examine how the skills landscape is being impacted by emerging technologies and identifying new and innovative skills solutions for future workforce development.

Work closely with colleagues and partners across BPP Education Group to identify and develop new revenue generating opportunities

We currently offer a range of programmes from corporate short courses, apprenticeships, and BSc and MSc degrees. We are building a team of expert data scientists and brilliant learning designers to collaborate and build market-leading digital content.

As part of the BPP Education Group there is an opportunity to also work on a broader range of domains from business skills, leadership, digital marketing, and software, and as a new team more responsibilities and scope for growth.

**Key Responsibilities:**

Working in collaboration with the commercial director, the post holder will:

* Lead on the creation of a strategic growth plan which targets the technology sector, defining and refining a sales strategy to convert prospects into clients
* Increase business revenue, identifying and developing new opportunities and building and expanding the presence of the company and its brands
* Help drive the company annual plan linked to achieving revenue targets and driving new business development
* Pro-actively build the company profile and become known for contribution and expertise in the impact of technology on the technology skills landscape
* Proactively initiate projects (Strategic & Partnerships) with clients to grow the BPP education group profile & perception and drive additional scope/revenue
* Be accountable for developing new partnerships in the UK with technology businesses that will drive new revenue streams
* Manage the ongoing relationship with partners, ensuring mutual benefit is achieved
* Lead all partnership discussions, presentations and negotiations
* Work closely with partners to understand market needs, trends, etc and adapt proposition and feedback to the business to ensure proposition suits market needs
* Organise and attend events to promote business
* Engage with customers to develop sales opportunities, identify, penetrate target new accounts
* Key responsibility is new business acquisition and introducing new clients to BPP
* Writing proposals and plans, and guiding long-term objectives to meet business needs and requirements
* Identify key opportunities to increase the client base and build key relationships in target firms to win their business
* Researching emerging trends and recommending new product offerings that align to client requirements
* Presenting marketing opportunities to the business and helping to develop marketing strategies. Identifying appropriate activities and events for the marketing calendar
* Ensure all client activity is up to date within Salesforce
* Develop appropriate and detailed tender documentation, liaising with the Marketing team as required to deliver highly professional collateral
* Pitch effectively for client business across to include preparing visual aids and other supporting assets
* Establish and build senior relationships with new prospects, identify and leverage new business opportunities and develop commercially viable solutions
* Lead on and champion all new business activity for the technology sector across BPP, cascade information on product launches and change
* Promote support and attend networking activities
* Provide regular client feedback and competitor insight
* Use data and market insights to identify and understand the skills landscape within technology
* Report on trends, developments, challenges and new opportunities

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**Knowledge, Skills and Experience required:**

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|  | **Essential** | **Desirable** |
| **Qualifications** | * A relevant degree
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| **Experience** | * Experienced in major account management of training solutions across the technology sector
* Comfortable delivering into clients a C level
* Business development experience and a proven track record of building pipelines and of winning new business in a B2B consultative sales environment
* Presence and stature to establish credibility with clients
* Experience of writing and producing tenders / presentations and contract negotiations.
 | * Experience of working with CRM tools – ideally Salesforce
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| **Knowledge and Skills** | * Knowledge of technology, business development, sales and the skills landscape
* Knowledge of the UK technology and engineering sector
* Excellent, persuasive communication skills – both written and verbal – at all levels
* Excellent interpersonal, teamwork, networking and influencing skills and the ability to build strong relationships with clients and other stakeholders including those within BPP.
* A self-starter with the ability to plan own workload to ensure that targets are met in the most efficient way possible without sacrificing quality of output
* Commercially astute
* Close attention to detail
* IT literate - excel, PowerPoint and word
* experience
* Able to work collaboratively in a team
* Proactive ‘can do’ attitude
* Master of business analogies
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| **Values** | * Student and client centric
* Ownership and accountability
* Team orientation
* A disciple for BPP vision and values
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