



Job title	Business Development Officer
Band	5
Group	International and Professional Services
Responsible to	Head of Business Development
Responsible for	N/A

Organisational context

QAA is the UK's independent quality body for higher education. Founded in 1997, we work with sector stakeholders and students across all four nations of the UK and build international partnerships to enhance and promote the reputation of UK higher education worldwide. Our vision is for world-leading and independently assured higher education.

QAA has changed to meet the evolving needs of a sector that has undergone reform across all nations of the UK. In 2018, the Secretary of State designated QAA as the body responsible for assessing quality and standards in England, and we work closely with the devolved administrations in Scotland, Wales and Northern Ireland. We launched a new membership offer to institutions in August 2019. This is a new role within QAA's International and Professional Services team, critical to the delivery of the agency's vision and remodelled operations.

Role summary

This is a sales position with a predominantly international customer base and responsibility for securing large projects and developing relationships with partners (for example, the British Council and international universities). The role will have annual sales targets set, and performance reviews will be directly linked to achieving the targets.

Main duties and responsibilities

- Find opportunities to raise QAA's profile to develop the sales pipeline for a growing portfolio of products and services and turn this into revenue growth, through conversion and retention.
- Deliver to agreed targets, goals and plans.
- Liaise with customers ensuring satisfaction with products and services delivered.
- Identify appropriate client groups to target and determine the most suitable way of positioning QAA's expertise and services, involving the marketing function as appropriate.

- Work with the Head of Business Development and the marketing and events function to develop effective sales and marketing campaigns, using new and existing customer information.
- Contribute to the overall development of QAA professional products and services portfolio.
- Produce management sales reports within required timescales.
- Plan bids, approaches, pitches and proposals that meet the customer's needs, concerns and objectives.
- Ensure accurate and timely input of information into the customer relationship management system and other required systems and databases.
- Support the Head of Business Development to develop and implement appropriate pricing strategies for products and services.
- Manage contract negotiations for new business, ensuring QAA's interests are represented.
- In conjunction with the Head of Business Development, manage budget and resources relating to new business.

Key contacts

- Colleagues at all levels, both internal and external to QAA.
- UK and international universities and partner agencies.
- Relevant UK government departments and devolved administrations.

The job description sets out the main duties of the post at the date when it was drawn up. The duties may vary from time to time without changing the general character of the post or the level of responsibility entailed. Such variations are a common occurrence.

Person specification

Attributes	Criteria	* How measured
Experience	<ul style="list-style-type: none"> • Sales experience at a similar level, preferably in an international and/or commercial context • Experience of managing business development activity, building a sales pipeline and delivering to budget and schedule • Proven track record of successfully achieving targets and delivering income growth through sales and marketing activities • Experience of developing client proposals and/or tender bids • Commercially aware with experience of a consultative selling approach 	<p>A, I</p> <p>A, I</p> <p>A, I</p> <p>A, I</p> <p>A, I, E</p>
Qualifications and training	<ul style="list-style-type: none"> • ISM sales qualification, degree or equivalent experience 	<p>A</p>
Knowledge, skills and abilities	<ul style="list-style-type: none"> • Ability to self-motivate to exceed targets • Strong customer facing skills • Understanding of the higher education sector and how it operates in the UK and internationally • Excellent written and verbal communication skills • Excellent interpersonal skills with the ability to develop and maintain strong, effective working relationships • Strong negotiation skills • Sound judgement and effective decision-making • Strong organisational skills with the ability to work independently to prioritise work areas and deliver to agreed timescales and deadlines • Sensitivity and understanding of working in a customer and service focused environment • Ability to manage own work in a structured and methodical way 	<p>A, I</p> <p>A, I</p> <p>A, I, E</p> <p>A, I, E</p> <p>I</p> <p>A, I</p> <p>I</p> <p>A, I</p> <p>A, I</p> <p>A, I</p>
Behaviours	<ul style="list-style-type: none"> • Confident, results-focused individual • Constant desire to meet customer needs • Strong commercial ethic underpinning financial target delivery • Highly motivated to deliver results and able to work under pressure • A willingness to work flexibly with a flexible, 'can-do' approach • Able to take the initiative where necessary to meet the needs of QAA • Demonstrate the highest standards of personal conduct, honesty and integrity that inspires trust and confidence • Able to represent QAA in a positive, helpful and professional manner • Ability to demonstrate understanding and apply our workplace values 	
Location	<p>Location: We have offices in Gloucester, Glasgow and London, as well as offering employees the opportunity to work flexibly from home</p> <p>Regular national and international travel required.</p>	

*A: Application; I: Interview; E: Exercise

Date: May 2022