

Business Development Manager Vacancy

Job Purpose

Cogent have an exciting opportunity for a Business Development Manager who will be responsible for developing, implementing and successfully delivering the commercial strategy to drive the growth of the Courses and Consultancy business unit (BU) in the High hazard sectors.

This BU within Cogent delivers industry led safety and compliance short courses and consultancy to Employers who operate high hazard / regulated sites that address safety culture and behaviour to ensure sites are safe and meet regulatory requirements.

The BD Manager will work with existing customers and stakeholders to widen contracts and grow the pipeline of employers accessing Cogent Skills consultancy and training solutions, supporting the Head of Business Operations through networking, employer engagement and winning business to achieve sales of products & services. They will work with stakeholders to maintain the validity of the product offer with their members.

They will work with the BU team and will lead on identifying and pursuing new business opportunities and ensuring that the BU delivers on its commitments with a focus on quality.

Remuneration Package

- Salary between £43,000- £47,000 per annum dependent on experience
- Full time permanent role
- Pension – employee contribution 6%
- Life Assurance
- 28 days holiday plus 8 bank holidays (FTE)
- Birthday off work
- Opportunity to buy-back 5 extra days annual leave (FTE)
- Optional Private Health Care package
- National role based at home or Newton Aycliffe
- Employee Assistance Programme
- Bonus Scheme
- Aspire Values Award Scheme
- Annual Values Awards
- Long Service Awards
- Annual Company Events
- Gym Discount
- Access to Training & Development Opportunities

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Key Accountabilities

- Develop and implement a robust business development strategy to help to achieve consultancy and course sales targets.
- Create and manage good customer relationships with employers and stakeholders to identify market needs and to identify potential new business opportunities, in particular lead on business development for Process Safety management & managing process risk & courses and consultancy.
- Work with the Business Development Executives to support customer communication through campaigns and individual communication activities, meeting with customers who are interested in our solutions.
- Work with the marketing team and Workforce development manager to generate engaging marketing campaigns and attend industry events to increase the pipeline of employers.
- Attend meetings with customers and stakeholders (including the Process Safety Board) to understand their needs, advise them appropriately, build support plans and follow up in a timely manner to achieve sales.
- Develop sales proposals for customers and follow them through to close of sale.
- To be responsible for continually assessing current clients' needs and to ensure we are delivering on promises by identifying actions and working with colleagues to ensure delivery in line with our quality commitment.
- Implement and utilise sales tracking systems to be able to understand the progress of all sales within the business unit and to be able to use this data to inform future activities and successes.
- Identify upselling opportunities for other BU products and services.
- Support the Head of Operations to identify and embed a sales growth strategy and to implement the strategy to achieve sales targets.
- Support the maintenance and currency of marketing material and its relevance to different industry sectors, ensuring the language used reflects the relevant industry and regulator standards.
- Ensure financial milestones are delivered on the portfolio of customers and report regularly on the status of all active projects to the Cogent Skills Training management and executive teams.
- Follow quality processes, ensuring key documentation is collected and stored in accordance with Data Protection Regulations.
- Enable accurate reporting through the consistent and timely use of the Client Relationship Management (CRM) and other data systems.
- Commit to any developmental training and sharing of best practice events.

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- To provide proactive and supportive line management to the BD Specialists, ensuring they are knowledgeable and fully trained in products, to ensure them to effectively complete their role.
- To identify where targets have not been met and plan to mitigate any negative impact on the business unit budget.
- To work with Sales and Business Development colleagues around the business in order to identify opportunities, maximise the Cogent Group offer and to cross-sell where there is an opportunity to.

Key Performance Indicators

- Sales opportunities managed through to completion to agreed specification, timescales and budget.
- Excellent client feedback.
- Accurate and timely reporting of sales management performance – milestones and finances.
- Achieve agreed targets for employer meetings and income.
- Accurate & consistent use of CRM & data capture systems.

Essential Knowledge Skills and Qualifications

- Track record of high-level employer engagement and sales.
- Experience of working in high hazards industries & knowledge of COMAH requirements, & Process safety an advantage.
- Understanding of the importance of developing and assessing competencies in the workforce
- Previous experience of managing a small business development function.
- Educated to at least A level equivalent and grade C Maths and English (or equivalent) as a minimum.
- Demonstrable Project and People management skills and implementing culture/ behavioral change in a high hazards arena.
- Previous experience of meeting and exceeding targets.
- Flexible with a dynamic approach to delivery.
- Able to organise own workload to meet team objectives, deadlines and during periods of high pressure.
- Excellent interpersonal skills with a track record of dealing with multiple stakeholders and gaining results through effective negotiation.
- Proven administration and IT skills with high accuracy and attention to detail.
- The ability to communicate effectively at all levels internally and externally, including the ability to present well-thought through and professional presentations on our company products and experience.

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- Hold a full driving license and have own transport.
- Excellent speaking, listening and presentation skills.
- Willing to travel to external sites and attend events out of hours.

Cogent is an inclusive employer and we value the diversity our workforce brings. We welcome applications from all candidates and will consider all applications equally and fairly.

Cogent is committed to Safeguarding and promoting the welfare of children and young people and expects all employees to share this commitment.

To apply please click on the link: <https://www.cogentskills.com/about/work-for-us/>

Please complete the Candidate Information Sheet and send together with a letter of application and your CV to human.resources@cogentskills.com by 31st January 2025 outlining your suitability for this post and how you would ensure success.

If you have additional needs that you would like us to consider during the application and interview process please contact Denise Bentley on 01925 515222 to discuss ways that we can support your application.

If you haven't heard back from us within 21 days of your application, it means that unfortunately your application has been unsuccessful on this occasion. Websites: www.cogentskills.com

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