

Head of New Business Development

Vacancy

Cogent have an exciting opportunity for a Head of New Business Development. A critical leadership role responsible for delivering substantial growth in apprenticeship starts through the acquisition of new employer relationships. You will focus on developing new customers across the country in a variety of sectors including life sciences, chemicals, oil & gas, food & drink, glass, paper, nuclear, and other process industries. The role will also be responsible for securing national contracts with employers that have multiple sites through high level stakeholder engagement and management.

Remuneration Package

- Competitive salary
- Full time permanent role
- Pension – employee contribution 6%
- Life Assurance
- 28 days holiday plus 8 bank holidays (FTE)
- Opportunity to buy-back 5 extra days annual leave (FTE)
- Day off for your birthday
- Optional Private Health Care package
- Hybrid working
- 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

Key Accountabilities

- Develop and lead on the execution of a comprehensive commercial strategy for new business development and stakeholder engagement working closely with the Managing Director to increase the number of apprenticeships and ensure market share growth.
- Lead and deliver the new business development strategy aligned to Cogent's three-year growth plan.
- Target and win national apprenticeship contracts with large employers and those with multiple site locations, being responsible for successfully on-boarding them into the business unit.
- Focus on driving volume and value, targeting larger apprentice cohorts with new employers and long-term partnerships.
- Proactively identify, engage, and convert new employer relationships across priority sectors.
- Lead the full sales cycle: prospecting, stakeholder engagement, solution pitching, and close of sale.

We Care



We Speak Out



We Welcome



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- Establish Cogent Skills as a trusted strategic partner for apprenticeship delivery through high level stakeholder engagement and effective prospecting and partnership approach.
- Build senior-level relationships within target organisations, including HR, L&D, Operations, and Engineering stakeholders.
- Feed employer insight into the design and development of programmes and services.
- Deliver an ambitious commercial strategy in line with the business plan to ensure apprenticeship growth targets and KPIs are met.
- Maintain a robust pipeline, CRM reporting, and accurate forecasting of new business opportunities.
- Leading product development ideas through working with the research team to conduct thorough market research and identifying opportunities where possible.
- Identify and pursue new business opportunities and apprenticeship standards to drive growth.
- Develop proposals, presentations and pitches to potential clients and build additional competence around the team to deliver customer facing activity.
- Work closely with the SLT to identify cross department opportunities and align commercial strategy with other business units and overall business strategy.
- Align with the Head of Employer Partnerships to deliver the commercial strategy and have a joined up approach to employer engagement to maximise efficiency and productivity.
- Foster a culture of high performance and continuous improvement by building capability within the wider team and acting as a mentor on commercial activity.
- Monitor and report on commercial performance against targets.
- Represent Cogent Skills Apprenticeships at industry events, conferences, and networking sessions to build brand awareness and establish new relationships.

Key Performance Indicators

- Number of new apprentice starts generated through newly secured employer accounts.
- Number of new employers contracted for apprenticeship delivery (especially national/multi-site employers).
- Number of meetings held and opportunities generated with qualified leads in target sectors
- To develop the commercial strategy by end of November each year to position the business for the following financial year (Jan-Dec) allowing for sustainable business growth and operational surplus.
- Secure business to increase market share in each apprenticeship standard we currently deliver aligned to the commercial strategy by the end of the FY.
- To focus on building a number of strong external relationships alongside the Managing Director to position the organisation for growth and develop the brand.

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Essential Knowledge Skills and Qualifications

- Proven experience in account management, business development, or employer engagement roles, preferably within the education, training, or apprenticeship sectors.
- High performer and commercially driven to achieve results with a proven track record of delivering business growth at scale.
- Demonstrable experience in consultative selling and solution-based business development with a first-class commercial acumen, negotiation skills, and ability to close deals.
- Skilled in identifying opportunities, developing relationships, managing and closing the sales cycle effectively.
- Strong relationship-building and communication skills, with the ability to influence and negotiate effectively.
- A results-driven mindset with a track record of meeting or exceeding targets.
- Knowledge of apprenticeship standards and the broader skills and training landscape.
- Excellent organisational and time-management skills, with the ability to manage multiple priorities.
- Confidence and professionalism in representing the organisation externally.
- Commitment to the values and mission of Cogent Skills Apprenticeships.
- Ability to work collaboratively and build strong internal and external relationships.
- Excellent communication, presentation, and stakeholder management skills.
- Self-starter with a results-driven mindset and a competitive, winning attitude.

Desirable:

- Knowledge of apprenticeship funding rules, levy systems, and compliance frameworks.
- Existing network in life sciences, or process manufacturing based industries.
- STEM-related background or training industry experience.

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 Application Form and send together with a letter of application and your CV to human.resources@cogentskills.com by 30th May 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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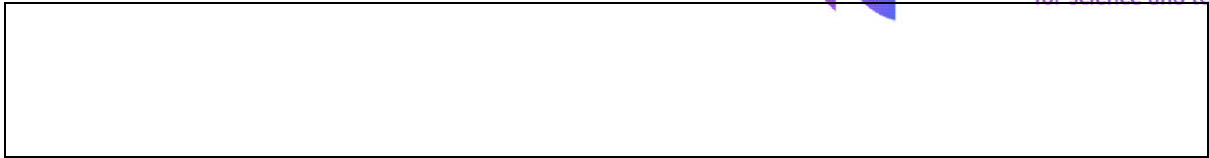


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