

## **BUSINESS DEVELOPMENT MANAGER (BDM)**

### **Purpose**

In line with our international business strategy, we are looking to appoint an experienced, self-motivated and result-driven individual to be our Business Development Manager. The primary focus of the role is to drive and implement Eurocentres' international and partnerships strategy.

The BDM will constantly search and deliver new business opportunities to increase our reach and revenues - locally or internationally-.

The role will work with different stakeholders to identify and deliver opportunities and take them into the evaluation, selection and approval process to quickly convert them to Eurocentres partners (franchisees/licensees/joint-ventures/associates/digital partners, etc.). The BDM will work with in-country or TNE products, teacher training, corporate education, digital products, consulting opportunities with governments, special projects, etc.

The post holder will lead business negotiations, maintain and manage relationships with current partners and continue to develop further projects with them. The post holder will be target and results driven, self-motivated and highly committed to providing professional services to internal and external stakeholders. This person is a good collaborator and brand ambassador. The role will be based in London and will include travelling. We provide a competitive salary (according to experience), performance-based bonus and personal development opportunities.

### **Responsibilities**

- Analyse business strategies, develop and implement business development plan, set targets and manage a budget for designated regions, products, and institutions to successfully develop partnerships and grow the business.
- Administer and develop initiatives to increase sales and market development activities.
- Develop, grow and maintain a clear short, medium and long term pipeline.
- Conduct analysis and partnership reviews to identify the best return on investment (ROI) opportunities and areas for improvement (with current and new opportunities).
- Actively and quickly convert prospective leads/enquiries to business and partnerships through various communication channels including telephone, emails, social media and face-to-face sessions, etc.
- Lead financial models, negotiations on collaborative models and financial/legal arrangement with new partners.
- Assist the CEO or different internal/external stakeholders to identify opportunities and develop strategic plans to enhance growth. Lead presentations when required.
- Manage and attend marketing and networking activities (including conferences and seminars) to promote our business development strategy.
- Train and provide guidance to internal/external stakeholders and business development issues.
- Develop, manage and maintain a network of partners (i.e. agents, institutions and agencies to establish effective business development and referral channels).
- Work with all teams team, ensure relevant publicity and promotional material about Eurocentres business development (i.e. TNE or in-country opportunities) is updated and available to existing and prospective partners.
- Support our partners to conduct a background check and due diligence on prospective partners.
- Review competitor plans and effect of products and services in management.
- Prepare pricing strategies or finance analysis according to customer budgets and procurement methods.
- Act as an account manager, provide professional and expert advice to our partners and maintain strong and smooth work relationships with them to ensure effective development.
- Produce statistical reports, updates, and newsletters about our partners from regional and institutional perspectives.

### **Qualifications, Skills/Competencies**

- Education to degree level or MBA
- Good knowledge about education systems/language systems/teacher training/corporate education/digital/academia.
- Ability to identify and develop new business opportunities and to 'close the deal'

- Ability to cope with competing demands -multitasking- and to prioritise tasks in order to execute and deliver results.
- Strong communication skills in all forms including written, oral, email, telephone, and presentation
- Capable of hands-on problem-solving, with the ability to generate innovative ideas and solutions and pay close attention to detail.
- Good organisational, project management, research and data analysis skills and the ability to work on own initiative and in a timely manner.
- Strong negotiating skills and the ability to influence others.
- Good performance and people management skills
- Strong client management and relationship building skills
- Understanding of matters on quality assurance and collaborative partnerships in HE/LE sector
- Good IT skills including proficiency in using Microsoft, G Suite, etc.
- Strong target driven and result focused.
- Highly commercially and sales minded, customer oriented, innovative, inspiring, dynamic and confident
- Flexible, Self-motivated and resourceful
- Committed to the provision of high quality, professional service
- Willing to travel and sometimes work outside normal office hours