

# **Job Description and Person Specification**

**Business Development Manager**

**March 2025**

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## Purpose and Values

### Purpose

**Our purpose is:**

Breaking down barriers together.

### Values

**Our values are:**

Dare to be different

Make it happen

Don't be mean

## Job Description

<b>Job Title:</b>	<b>Business Development Manager</b>
<b>Salary:</b>	Grade 2: £36,480 to £46,980 plus Target based Bonus Scheme
<b>Hours of Work:</b>	37.5 hours per week  Monday to Friday 08.00 to 18.00 [Non-contractual flexible working scheme applies]
<b>Working from home:</b>	At the line manager's discretion, the postholder may be permitted to work from home one day a week; this is subject to the postholder completing a satisfactory risk assessment of their home workstation and working environment
<b>Holidays (Paid):</b>	25 days (some of which to be taken during Christmas/New Year shut down), plus public holidays
<b>Pension:</b>	Contributory pension scheme  Full details are available from the Finance Department
<b>Main purpose of the role:</b>	The Business Development Manager is responsible for the recruitment of non-sponsored students to study at Bloomsbury Institute in London. Focused on recruitment through partners and student recruitment agents.
<b>Reporting to:</b>	Chief Revenue Officer
<b>Location:</b>	7 Bedford Square, London WC1B 3RA

## Main Tasks

The main tasks of the job are:

- Ensure all tasks are undertaken within the spirit of the Institute's purpose and values.
- Promote, apply, and ensure compliance with the Equality Act 2010 and the Institute's Equality, Diversity and Inclusion Policy, and make a full and positive contribution to the implementation, evolution and enhancement of the Institute's Inclusive Learning Environment.
- To be responsible for the recruitment of non-sponsored students to study at Bloomsbury Institute in London, that will include some or all of the following (as required):
  - Contribute to the development and implementation of the Institute's Domestic Student Recruitment Strategy that ensures we safeguard the integrity and reputation of the Institute, and that has at its heart the aim of widening access to UK higher education and to graduate-level employment within the UK, to include: direct recruitment; recruitment through agents; recruitment through progression agreements.
  - Deliver a high quality, proactive, responsive and effective service to develop and manage recruitment agents and partnerships, to advise potential applicants, to generate leads/applications (to increase the number of direct applicants), and to deliver a range of offer-holder conversion activities.
  - Meet all recruitment targets.
  - Develop and continually update a range of presentations for prospective students and their parents, partners and advisors to cover: student finance; the application process; the benefits of English higher education; accommodation; the key selling points of the Institute.
  - Collect and input accurate data into the Institute's CRM system and any other IT systems, and proactively and effectively use the CRM system throughout the student recruitment lifecycle.
  - Develop and manage links with student recruitment agents.
  - Develop and implement an Annual Institutional Student Recruitment Visit Plan to include the attendance at student recruitment fairs.
  - Develop and manage links and progression agreements with schools and colleges that are primarily located in London, building productive relationships with teachers, advisors and students, in order to increase the direct recruitment of students.
  - Develop and deliver a range of events which are targeted at lead/application generation and offer-holder conversion.
  - Work with the Marketing Manager to ensure all necessary marketing materials (hardcopy and digital) are available.
  - Provide written and verbal reports as required.
  - Represent the Institute at local, national and international events.
  - Monitor and regularly train recruitment agents to ensure high standards of students referred.
  - Provide assistance to the Admissions Team, as required.
  - Attend Staff Meetings, Staff Development sessions and all other meetings at which attendance is required.

- Use all IT systems appropriately and effectively, to include SharePoint and Microsoft Teams, leading by example.
- Ensure all communications with students and colleagues are in line with the Institute's Tone of Voice Guidelines.
- Carry out duties and responsibilities at all times with due regard to relevant regulations, policies and procedures, including those relating to health and safety.
- Adhere to the provisions of data protection legislation, and refrain from sharing any personal or other information with any third party.
- In addition to the above tasks, to undertake any other tasks as directed by the Line Manager (or nominee).

***The above is not an exhaustive list of tasks as the role may change to meet the Institute's overall objectives. These tasks are subject to amendment over time as priorities and requirements evolve and as such the job description may be amended at any time by the line manager following discussion with the post holder.***

## Person Specification

### Essential criteria [i.e. the criteria that an applicant must satisfy]

#### ***Qualifications***

- Undergraduate degree and/or postgraduate degree, or equivalent professional qualification/experience.

#### ***Experience and attributes***

- Experience of customer service, and the development and implementation of enhancements to the customer service experience.
- Ability to use a Customer Relationship Management system.
- Experience in an administrative setting, including data entry, spreadsheets, filing.
- Experience of working in teams.
- Computer literate (to include competence in the use of Microsoft Office, in particular Word, PowerPoint and Outlook; SharePoint; and Microsoft Teams).
- Excellent writing, communication and interpersonal skills.
- Ability to engage, influence and work positively with a wide range of people.
- Ability to work independently as well as take direction and work collaboratively across divisional and departmental boundaries.
- Excellent organisational skills and the ability to effectively prioritise.
- Experience in student recruitment within Higher Education.
- Have an established and relevant agency network, and solid relationships with key stakeholders in these agencies.
- Have a solid understanding of industry trends to inform the group on strategic planning and forecasting.
- Experience in developing and training education agents on how to promote the brand you represent.
- Experience in sourcing agents from fairs, business trips, enquiries, referrals, and general searches in line with business development responsibilities.
- Experience in generating new revenue from existing streams and accounts as well as identifying new opportunities.
- Proven track record in assisting, identifying and supporting potential business partners and growing existing client relationships.
- Experience in performing client research including (but not limited to) meeting/engaging with key players in the industry.
- Be a highly motivated individual who strives for success in all areas.

- Be confident in the delivery of workshops, presentations, holding conferences and being in front of the camera.

#### ***Personal qualities***

- Welcoming and hospitable attitude.
- Ability to own and find solutions to problems
- Commitment to living the Institute's values: Dare to be different; Make it happen; and Don't be mean.
- Enthusiasm and empathy for the Institute's Purpose.
- Genuine commitment to equal opportunities, widening participation and the Institute's Inclusive Learning Environment.
- Good time management, with an ability to work under pressure and meet tight deadlines, whilst maintaining high attention to detail.

#### **Desirable criteria [i.e. the criteria that it is desirable (but not essential) that an applicant should satisfy]**

##### ***Qualifications***

- None

##### ***Experience and attributes***

- None

##### ***Personal qualities***

- None

#### **Guaranteed Interview Scheme for applicants with a disability and other related information**

We actively encourage applications from persons with a disability.

If an applicant with a disability meets the essential criteria for the job (as set out within the Person Specification), they will be provided with the opportunity to demonstrate their abilities at an interview under our Guaranteed Interview Scheme.

In order to request a guaranteed interview, to obtain documentation in a different format, to ask for support or to discuss any issues around reasonable adjustments, in the first instance, please contact Antony Charles, Head of People and Development at [antony.charles@bil.ac.uk](mailto:antony.charles@bil.ac.uk). Please refer to our [Staff Recruitment and Development Policy](#) for further information.