

Job Description

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| Post Title | Sport Business Development Executive |
| Salary | £24,500 pa, depending on experience, plus OTE commission scheme. |
| Hours | Full time for 37.5 hours per week. Your normal hours of work are between 8.30am and 5.00pm , Mondays to Fridays inclusive with an unpaid lunch break of an hour. In addition, employees may be required to work such additional hours as may be necessary for the proper performance of their duties without extra remuneration. |

The Organisation and our values:

EduCare Learning Ltd is the UK's leading provider of essential duty of care and safeguarding e-learning.

Our mission is to create a safer environment for children, young people and adults at risk. We are in the business of changing perceptions and behaviours through essential safeguarding and duty of care online interactive courses.

Over 5,000,000 people have completed an EduCare course and we work with many recognisable household names, from Eton College to West Midlands Ambulance Service.

In addition to EduCare's standard eLearning courses, we create bespoke online courses for organisations such as Macmillan Cancer Support, Catholic Safeguarding Advisory Service, Scottish Childminding Service, British Paralympics Association and many more.

EduCare Learning Ltd work with leading experts, partners and customers to distil their knowledge into our high quality, affordable interactive learning services. Our entire workforce is trained to be knowledgeable, skilled and customer-centric to support our promise of the best products, the very highest standards of customer service and a first-rate customer experience.

EduCare is ISO9001:2015 certified, an Investor in People, independently verified for continuing professional development by the CPD Certification Service.

EduCare has also achieved external accreditation from the Government's Cyber Essentials scheme and the IASME Consortium Information Assurance Governance Standard.

Our sport team are growing, and this is a great time to join us! We currently work with some of the biggest names in sport such as British Cycling and UK Athletics ensuring that coaches, welfare officers and volunteers are equipped with a strong duty of care awareness across a number of subjects. We create bespoke training for organisations like The British Paralympic Association and write our courses with well-respected partners in the industry.

Main purpose of role:

Working towards a monthly/quarterly/annual team target, you will be responsible for converting prospects into customers and win new business. You will identify and hunt for new B2B business opportunities, pitching EduCare's products and services, and convert sales of varying cycles and deal sizes via multiple industry sector engagement. Through a consultative approach, you will build relationships with prospects to understand their current and potential future training requirements. You will also account manage a number of existing sport and leisure accounts and work to maximise the maintenance, renewal and upselling of these accounts.

Key Responsibilities and Tasks:

The role will be varied and cover a range of tasks. A selection of the key tasks involved are:

- Develop business with all accounts sourced by you and specifically allocated to you
- Account management of existing accounts to ensure maximum renewal rates achieved through a team approach with the Customer Service team
- Research, identify and follow up activity generated by outbound calls and outbound emails
- Develop an accurate sales pipeline and sales forecast
- Follow up leads generated by marketing campaigns
- Meet sales targets / KPIs
- Plan and prioritise call cycles using the CRM
- Negotiate commercial terms within set guidelines
- Overcome objections, raise quotations and close sales
- Maintain records and set next actions on CRM to a high degree of accuracy
- Work with colleagues to ensure customer satisfaction every time
- Arrange and sometimes attend customer meetings if required
- Contribute to the team performance by sharing and implementing best practise ideas
- Understand the EduCare delivery methodology and have sound knowledge of all of the EduCare range of programmes
- Maintain confidentiality of sensitive information at all times
- Follow organisational and departmental quality standards and procedures
- Provide cover in other teams for periods of sickness and holidays as directed
- Ensure that health and safety policies and office procedures are observed
- Attend and effectively participate in team meetings and progress actions as directed
- Participate and engage in performance management processes
- Duties which include processing of any personal data must be undertaken within data protection guidelines.
- The above tasks are not an exhaustive list of duties and the post holder will be expected to perform different tasks as necessitated by their changing role within the organisation and the overall business objectives of the organisation

Health & Safety

The post holder must comply with Company's health and safety policy and in particular is required:

- To take reasonable care for their own health and safety at work and of those who may be affected by their actions or by their omissions
- To cooperate with their line manager to work safely, to comply with health and safety instructions and information and undertake appropriate health and safety training as required.
- Not to intentionally or recklessly interfere with or misuse anything provided in the interests of health, safety and welfare.
- To report to their manager any health and safety concerns, hazardous condition or defect in the health and safety arrangements.
- This specific role is office based and will require the post holder to sit and use standard office VDU and telephone equipment for prolonged periods of time.

Person Specification

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| Qualification | Completed a broad education including GCSE grade C and above in English Language and Maths (or equivalent) |
| Experience, Knowledge, Skills and Abilities | <p>Proven sales ability, business development and relationship building.</p> <p>Experience in B2B sales, with a proven track record of achievement of targets.</p> <p>Ability to develop and nurture relationships with key decision makers and work effectively at all levels of the decision-making process.</p> <p>Excellent communication skills with strong questioning and listening skills.</p> <p>Ability to quickly build rapport – especially over the phone.</p> <p>Strong negotiation skills.</p> <p>Experienced in overcoming objections.</p> <p>Competent CRM user.</p> <p>Good administrative skills with attention to detail.</p> <p>Demonstrate a good standard of computer literacy – with MS Outlook, Excel and Word</p> <p>Ability to offer a positive solution focused attitude to internal, and external, customers.</p> <p>Excellent organisational and time management skills and ability to work to deadlines within agreed parameters.</p> <p>Good with numbers.</p> <p>Ability to think creatively in response to incoming enquiries.</p> <p>Experience of working with those who may not find IT and other systems easy to use.</p> <p>A passion for learning and development desirable.</p> <p>A knowledge of the sport and leisure sector desirable.</p> |
| Aptitude | <p>Hungry for success and winning mentality.</p> <p>Lives by goals.</p> <p>Excited by challenges and motivated to find win:win solutions.</p> <p>Keen attention to detail and ability to adopt a 'get it right first time' principle to all activities.</p> <p>Commitment to continuous development and learning in line with business requirements.</p> |
| Circumstances | Have a very positive work attitude including flexibility and willingness to work some longer hours during peak periods as required. |
| Equality and Diversity | Every employee is required to assist the Company meet its commitment to provide equal opportunities in employment and avoid unlawful discrimination. Post holders are accountable for carrying out all duties and responsibilities with due regard to the Company Equal Opportunities & Diversity Policy. |