Job description & Person Specification

*AlphaPlus is a successful and growing consultancy operating in UK and international education sectors, with an outstanding reputation and an entrepreneurial can-do culture.*

*Our sales approach is highly consultative with sales durations of 1-6 months and projects ranging from £25k to several £million. Matching supplier and customer culture in education is a critical success factor. AlphaPlus’ reputation is as a trusted ethical professional organisation that cares about education – we need this reputation to be maintained and enhanced as our team grows.*

*This role is designed to support the Business Development Director and provides an excellent opportunity for developing skills in modern sales environments with the opportunity for progression.*

# International Business Development Manager

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| Job ****Description**** |
| Overview | The International Business Development Manager is a customer-facing role which will report to the Business Development Director. The role is full time, based 1. partly in the AlphaPlus head office in Manchester, UK (or working from home, by agreement)
2. and in Abu Dhabi, UAE and Saudi Arabia (but involving travel to other GCC countries, and possibly other parts of the world as well).

We anticipate that for at least the first 18 months the role will be based 30% of the time overseas based on short visits of 1-2 weeks followed by a longer amount of time back in the UK. The work will involve travel to the premises of existing and potential customers. The role involves contributing to the work of the existing team (based both in the UK, Riyadh, Saudi Arabia, and Abu Dhabi) in developing and closing sales opportunities, and providing light-touch local account management for ongoing projects.The role may also involve working on some UK-based business development activities from time to time as well – as the demand requires. |
| Key purpose of the job | Working in the field, to source and develop potential customers and support existing customers, and maximising sales of the company's services. Supporting the production of technical and commercial proposals for work for submission to potential customers. |
| Typical responsibilities | **Understanding the market*** Developing a comprehensive working knowledge of AlphaPlus’ services and capabilities, and articulating these to existing and potential clients in a professional manner
* Gathering market and customer information, and soliciting meetings (supported by a strong existing network of contacts and existing sales staff both in the UK and overseas)
* Developing a can-do always-learning approach – finding out about new opportunities, exploring with customers and our supply chain/collaborators and liaising with our associates.

**Achieving sales*** Presenting services favourably and in a structured professional way face-to-face
* Achieving profitable sales through listening to customer requirements and advising appropriately about relevant services
* Building and maintaining good working relationships with existing customers in person and via telephone calls and emails
* Responding to incoming email and phone enquiries in a timely and professional manner
* Negotiating the terms of an agreement (cost, delivery, specification) and closing sales
* Making accurate, rapid cost calculations and providing customers with estimates
* Supporting the creation of proposal documents, which may be part of a formal bidding process
* Working with the Bid Manager to develop formal proposals
* Advising customers and potential customers on existing services and forthcoming developments
* Representing the company at exhibitions and other events
* Working constructively and creatively with colleagues (in particular with the regional sales leader – our partner - and the Business Development Director) to play an important role in a team approach to sales
* Creating and maintaining records of all own sales activities using the company's CRM system
* Reviewing own sales performance, aiming to meet or exceed targets

**Working with colleagues across the company*** Undertaking other duties appropriate to the post under the direction of the line manager. As a small company, some work to support the sales function (eg marketing, general company activity) are essential
* Attending and contributing to team meetings as required, including meeting frequently with junior and senior team members beyond the sales function.
* Liaising with colleagues as appropriate relating to all aspects of the provision of services relating to particular potential sales
* Acting as the voice of the customer/potential customer within internal meetings at AlphaPlus

**Working with clients, suppliers and partners*** Working effectively within a complex supply chain where AlphaPlus variously takes the role of subcontractor, prime contractor, partner, consultant, etc.
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| Typical Outputs | * Tender documents (long form and short form)
* Presentations and presentation materials
* Current and up-to-date meetings diary and calendar
* Records and reports of own sales activities
* Report of performance against targets
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| Key relationships |
| Internal | * Director of Business Development
* Other Members of the Board of Directors
* Bid Manager
* Project directors and managers
* Operations Manager
* Finance team
* Associates
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| External | * Direct clients, participation in sales meetings/calls and follow up
* End clients (where appropriate/applicable) – participation in sales meetings/calls and follow up
* Regional sales lead
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| Resources for which the job holder is accountable |
| People | No line management responsibilities |
| Assets | Data - maintaining databases (CRM) and retaining information in compliance with data protection guidelines |
| Budgets | No direct budget responsibility |
| Person specification |
| Personal attributes | **Essential:*** Hardworking and target driven, with a high degree of self motivation and drive
* Excellent written and spoken communication and presentation skills
* Excellent networking and interpersonal skills
* Positive, resilient, confident and determined approach, with an ability and desire to sell
* A willingness to engage with complex educational issues, learn new and difficult concepts particularly relating to educational standards and assessment
* Genuine interest in education at school, vocational and professional levels (although pre-existing knowledge is not a pre-requisite for the role)
* Ability to work both independently and as part of a team
* Cultural awareness and sensitivity regarding operating in GCC countries probably with experience of working/living in the region for a period
* alongside an ability to succeed in those settings
* Good standard of numeracy skills
* Competent IT user skills
* Strong negotiation skills in relation to price, costs, delivery and specifications
* Ability to use initiative and think quickly
* Ability to work in multi-disciplinary teams in a variety of contexts
* Highly collaborative and respectful of the respective skills and expertise of a diverse multi-functional team spread across multiple stakeholders
* Flexibility and adaptability in approach to work
* Ability to act as an ambassador for AlphaPlus in all dealings with external clients and contractors
* A commitment to delivering excellent customer service
* Strong commercial and financial awareness
* Strong ethical and moral foundation – able to deal with situations where clients request actions that are suboptimal for them and/or AlphaPlus
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| Qualifications and Professional/ technical competencies | **Essential*** GCSE Maths and English at grades A – C or equivalent, or higher
* Good GCE A levels or equivalent
* University Degree (Hons) or equivalent, preferably in business or marketing, or relevant experience
* Office IT systems, including Microsoft Project
* Excellent customer service skills
* Full driving licence
* Examples of further learning/professional interest to learn and develop in a technically complex domain

**Desirable*** Fluency or working knowledge of Arabic
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| Relevant experience | **Essential*** At least one year's successful track record as a junior sales executive

**Desirable*** Experience of work in a customer facing environment
* Experience in one or more of the following sectors/fields:
	+ - * Education
			* Training
			* Assessment
			* Publishing
			* Quality Assurance Frameworks
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