

## Role description

<b>Role title:</b>	Business Development Lead
<b>Reports to:</b>	Member of the Executive Leadership Team
<b>Salary:</b>	£45,000 – £50,000 (subject to experience) and opportunity for on-target earnings bonus
<b>Location:</b>	Work from home and other locations as the role requires
<b>Hours of work:</b>	Full-time (37 hours per week)

## Purpose of the role

The Business Development Lead will focus exclusively on winning new business and securing commercial partnerships for the organisation.

The role is delivery-focused rather than strategic. The post-holder will be responsible for identifying opportunities, building relationships with potential clients and partners, and converting those opportunities into secured revenue.

The role will work closely with the organisation's marketing and communications service provider, who will assist in generating leads, developing campaigns and producing supporting collateral (along with our design agency). The Business Development Lead's primary responsibility will be to convert interest and engagement into signed agreements and revenue.

## Key responsibilities

- New business development
  - Identify and pursue new business opportunities across education target markets.
  - Convert marketing-generated leads into active sales opportunities.
  - Build and maintain a strong pipeline of prospective clients and partners.
  - Lead conversations with potential clients to clearly articulate the organisation's value proposition.
  - Secure new commercial agreements that deliver revenue growth.
- Relationship building
  - Develop relationships with key decision-makers in relevant organisations.
  - Represent the organisation confidently in meetings, presentations and sector events.
  - Maintain ongoing engagement with potential clients to move opportunities through the pipeline.
- Sales conversion
  - Prepare and deliver persuasive proposals and commercial discussions.
  - Negotiate commercial arrangements within agreed parameters.
  - Secure signed agreements and ensure smooth handover to delivery teams.
- Pipeline and reporting
  - Maintain a clear and accurate sales pipeline.
  - Track lead generation, conversion rates and deal progression.
  - Provide regular updates on pipeline activity and secured business.
- Collaboration with marketing
  - Work closely with the marketing and communications service provider to:
    - follow up campaign leads
    - provide feedback on messaging and market response
    - support targeted outreach activity.

## Role expectations

- Diagnostic Tool Engagement & Lead Qualification
  - Act as the first point of engagement for schools and trusts entering the stratified sales model, using the Diagnostic Tool as the primary method of assessing organisational needs and operational improvement priorities.
  - Lead the development, qualification and prioritisation of all inbound and outbound interest in the Diagnostic Tool, ensuring prospects are appropriately assessed before referral to the diagnostic delivery team.
- Project Oversight & Account Management
  - Manage each Diagnostic Tool engagement from initial qualification through to project completion, ensuring a smooth transition to the delivery team and maintaining regular contact with trusts throughout the diagnostic process.
  - Oversee timelines, expectations and communication for all Diagnostic Tool projects, ensuring high-quality delivery and effective coordination with internal diagnostic and reporting teams.
  - Provide ongoing account management post-diagnostic, guiding trusts through the interpretation of diagnostic findings and signposting them to ISBL partners, membership offers and CPD opportunities.
- Revenue, Conversion & Performance Delivery
  - Take ownership of achieving the organisational target of Diagnostic Tool projects.
  - Deliver defined conversion outcomes, including:
    - At least an 80% conversion rate from diagnostic completion to trust membership
    - At least a 50% conversion rate from diagnostic completion into CPD/training engagement with ISBL
  - Contribute to the achievement of the organisation's income forecasts, including commission-related income (expected 10–20%).
- Collaboration with Diagnostic & Delivery Teams
  - Work closely with the diagnostic delivery team to ensure output reports are accurate, actionable and effectively highlight organisational priorities and capacity-gain opportunities.
  - Ensure all insights from diagnostic outputs are used to drive trust-level engagement in membership, professional development and strategic improvement pathways.
- Reporting, Forecasting & Performance Monitoring
  - Provide monthly performance reports to the ELT, including:
    - diagnostic engagement volumes
    - conversion rates to membership and CPD
    - pipeline progression and forecasted revenue
    - Proservartner-related conversion indicators
  - Monitor and update the sales and diagnostic pipeline to support accurate forecasting to ELT and Board.
- Stakeholder & Partner Engagement
  - Maintain meaningful relationships with senior stakeholders in trusts undergoing diagnostic work, ensuring continued engagement through to membership and CPD uptake.
  - Liaise with external partners, including Proservartner, to support the seamless transition of trusts requiring processing-mapping support following diagnostic recommendations.

## What the role does not include

To ensure clarity, this role does not carry responsibility for:

- organisational strategy

- marketing strategy
- communications planning
- product design
- operational programme delivery.

Those responsibilities sit elsewhere in the organisation.

The focus of this role is winning business and generating revenue.

## **Experience and skills required**

### **Essential:**

- Demonstrable experience in business development or commercial sales
- Proven track record of winning new business and meeting revenue targets
- Strong ability to build relationships and influence decision-makers
- Excellent communication and presentation skills
- Ability to manage and convert a sales pipeline
- Commercial confidence and negotiation skills

### **Desirable:**

- Experience working in training, professional development, education, public sector or advisory environments
- Experience selling complex services rather than simple products
- Project management experience across multiple business strands
- Account management expertise gained through service and/or product development role

## **Personal attributes**

The successful candidate will be:

- commercially driven and motivated by results
- confident engaging with senior stakeholders
- persuasive and credible in presenting a value proposition
- organised and disciplined in managing a sales pipeline
- resilient and comfortable working towards targets.