

Recruitment Pack

Head of Business Development



Leadership
Skills
Foundation

Believe. Lead. Succeed.



Introduction

Thank you for your interest in this exciting role.

At the Leadership Skills Foundation, we believe in the importance of essential leadership skills, having supported millions of young people over the last 40+ years through recognised leadership qualifications, awards and programmes.

Currently we work with over 2,500 education and community organisations across the UK and internationally who, in turn deliver our qualifications, awards and programmes to around 100,000 young people each year, incorporating millions of hours of learning and volunteering.

But we want to do more to achieve our vision of **everyone being empowered to shape their future and lead their communities**.

Our approach engages learners through practically applied, experiential learning and encourages social action volunteering with peers. Learner's practice and develop transferable, life-long skills and behaviours based on our [Skills Framework](#), to improve Communication, Self-Belief, Teamwork, Self-Management, and Problem-Solving.

There's currently a huge discrepancy between the skills employers are looking for and the skills young people have when they leave education. In particular, employers say young people are missing essential employability skills.

We operate to flip the narrative and provide young people with the confidence to believe, the qualities to lead and the skills to succeed through meaningful, impactful and recognised learning programmes.

By 2028, we aim to empower over 200,000 young people a year with leadership skills, qualifications and programmes that span primary, secondary and further education.

As we evolve the organisation over the next few years, some key developments and broadening of our offer are around the corner. The Head of Business Development will play a key role in supporting the delivery of our vision, companywide strategies and approaches to both internal and external activities.

We look forward to receiving your application.

Liam Hope
Director of Engagement & Marketing



About the role

Our Business Development department is integral to the success of our organisation and we are looking for an experienced, organised and driven individual to fulfil the role of Head of Business Development.

We are looking for someone who is comfortable in leading and co-ordinating a team. You will lead and operationally manage the department in our external business development engagement activities as well as our internal, cross-departmental collaboration working towards our 'Evolve Strategy'.

You will have a clear and demonstrable understanding of configuring, organising and developing business development strategies and an understanding of how an awarding body operates particularly within the education landscape.

A proactive communication style, strong organisation and interpersonal skills and a decisive nature are key qualities required in this role. You will operate in a flexible and predominantly remote working environment; therefore a demonstrable experience of working using your own initiative alongside a desire to innovate and test new ways of working are essential.

Your team will be supported by a Business Development Co-ordinator and two Business Development Managers, each focused on retention of business and new business (New Business Development Manager to be recruited). Additionally, a team of Business Development Officers and Centre Engagement Executives also support the team.

We view this role as an integral part of successfully delivering our strategy. You will have the opportunity to shape the way your department operates to support the needs of the business as well as our centres.

The role fits within the wider Leadership Team and working closely with other HODs and Managers will be a key ingredient to success.

About the Leadership Skills Foundation

With a 40+ year heritage, the Leadership Skills Foundation exists to help young people build the confidence to believe, the qualities to lead and the skills to succeed.

Working with close to 100,000 young people every year across 2,500 delivery centres (schools, colleges and community organisations), we provide an empowering environment and learning frameworks where everyone is empowered to shape their futures and lead their communities.

97% of centre staff believe Leadership Skills Foundation programmes provide young people with the skills to succeed.

As an awarding organisation, all our programmes are accredited in line with regulatory conditions, ensuring learners achieve meaningful and recognised qualifications and awards. Our programmes equip learners with employability skills for life (communication, problem solving, teamwork, self-belief, self-management) improving motivation, self-esteem and confidence.

90% of learners said that our programmes develop important skills for their futures.

We want young people to possess the skills, knowledge and resilience needed to face the world with confidence and optimism. By enabling organisations to deliver carefully considered leadership programmes, we help shape future generations.

Over two-thirds of businesses believe young people are not effectively prepared for work when they leave school (British Chamber of Commerce).

Our values

We have clear values that are the very essence of everything we do.

We are better together

Together, we do great things. Collaboration, belonging and individuality aren't just buzzwords to us; they're deeply held commitments in the way we work. As we solve problems together, we make sure everyone feels listened to and valued.

We are guided by goals

Every initiative we developed is guided by clear aims. From giving young people the confidence to achieve, to bringing major change to communities, all our goals are significant and focused on improvement.

We evolve and innovate

As the world changes, so do the opportunities and challenges of the people we support. As different times call for different skills, we are brave enough to be different and to innovate to be fit for the future.

We have pride in our programmes

We never forget how valuable everyone's future is. That's why we go above and beyond to deliver high-quality trustworthy and regulated programmes.

What you can expect from us

We promote a positive culture where everyone feels able to be the best that they can be at work. We welcome and encourage innovation and are always looking for development in our identity, our culture and our team. We want to offer not only challenging and fulfilling work, but psychological safety for every employee.

We aim to create a positive and productive working environment that cultivates growth through relationships. We understand and value the need to be able to balance work with personal life, we embrace flexibility and have a remote working environment with regular “gatherings” to be physically together as a whole team.

In addition to working for a forward-thinking organisation with a clear commitment to your wellbeing, we also offer an array of contractual and non-contractual benefits.

Contractual benefits:

- 25 days annual leave rising to 30 days after completion of five years’ service.
- Automatic enrolment into NEST Pension scheme after three months, with the option to join group personal pension plan with matched contributions up to five percent following successful completion of probationary period.
- Agile/flexible working.
- Home working.

Non-contractual benefits:

- Discretionary extended Christmas break.
- Vitality Health Care Plan following successful completion of probationary period – with the option to add family/significant others at reduced rate.
- Meaningful and regular one-to-one system as part of a structured personal development process.
- Cycle to work scheme.
- Sight test and eyewear financial support



Role details

Role title: Head of Business Development

Reports to: Director of Engagement & Marketing

Salary: £44,000 - £48,000

Contract: Permanent

Location: Home based with some travel to other locations when required.

Hours: Standard 36 hour working week

Role purpose:

1. Set & deliver the Business Development Strategy alongside the Director of Engagement that supports growth, reach, and impact of Leadership Skills Foundation programmes.
2. Drive operational progress by developing positive and proactive working relationships with other Heads of Department.
3. Influence the future direction of the Leadership Skills Foundation as a member of the Leadership Team.

Main duties and responsibilities

- Effectively manage and develop the Business Development Team and relationship management functions to meet agreed budgets and maximise learner/programme registrations.
- Accountable for the Business Development team's sales planning and forecasting including annual budgeting.
- Regularly developing and presenting clear insight and analysis on market activity, responsibilities, and opportunities.
- Work closely with the Head of Marketing & Communications and New Business Development Manager to devise and deliver targeted new business campaigns and activities.
- Work closely with the Retained Business Development Manager to devise and deliver strategies to retain and grow our centres.
- Work with the Business Development Coordinator to ensure engagement processes and the customer journey meet the needs of centres efficiently.
- Maintain a working knowledge and up to date awareness of the sectors, market audiences and landscape the Leadership Skills Foundation works with.

People Management Responsibilities

- Business Development Manager – Retained Business
- Business Development Manager – New Business (to be recruited)
- Business Development Co-ordinator



Skills, experience and knowledge

Essential

- An understanding of education systems in the UK
- Previous experience in a sales environment and understanding sales processes.
- Experience of managing pipeline systems
- A proven track record of delivering income growth
- Analytical thinking and evaluation skills
- Ability to present information concisely using Microsoft Office programmes.
- Strong interpersonal and communication skills
- Leadership capabilities

Desirable

- Previous experience of managing a sales team
- Previous experience of managing direct reports
- An understanding of awarding bodies and their operating landscape
- Familiarity with Microsoft Power BI

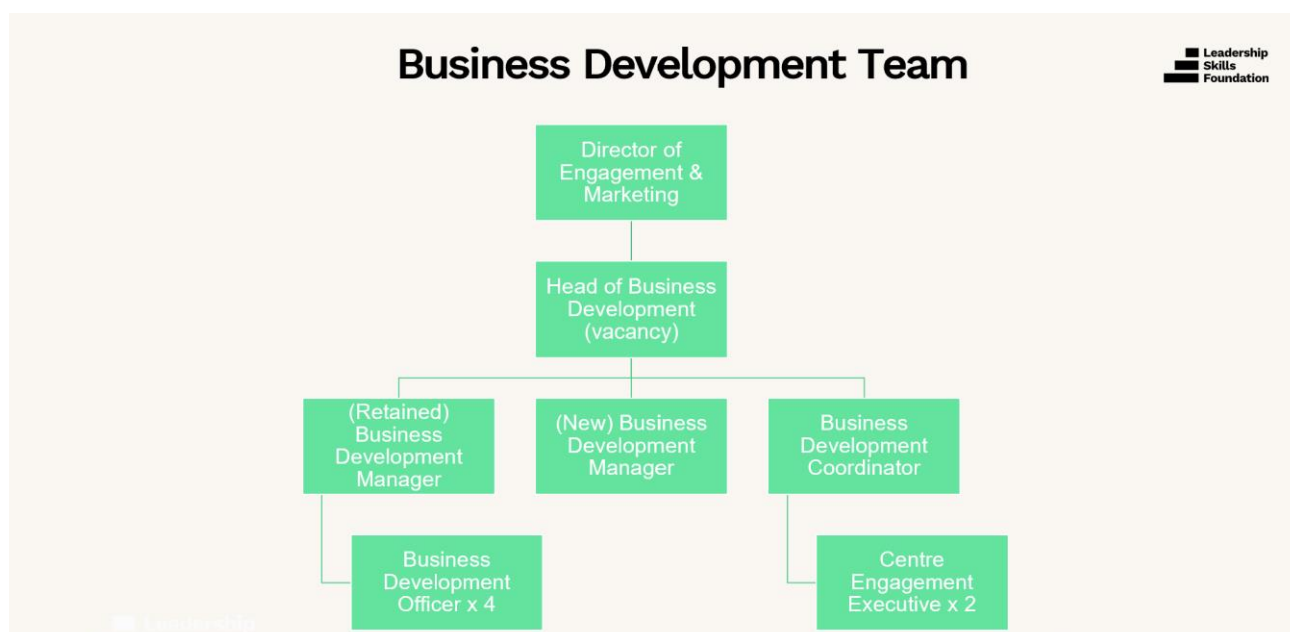
Key Relationships

Internal

- Direct reports and line manager
- Head of Marketing & Communications
- Head of Accreditation & Standards
- Head of Innovation
- Head of Finance & Customer Support
- Market Development Manager
- Applications & Data Manager

External

- Strategic stakeholders and network partners
- Key delivery centres



Recruitment timetable

Closing date for applications: 24th May 2024

Notify candidates for shortlisting: by 30th May 2024

Interviews to be held: Monday 3rd & Tuesday 4th June 2024.

Start date: ASAP

To Apply

We look forward to your application for the role, please [click on the link to apply](#), you will be redirected to a Be Applied platform to complete your application.

Applications no later than 5pm on Friday 24th May 2024.

Further information

If you would like to discuss the role further, please email lhope@leadershipskillsfoundation.org



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