

Information Pack

Business Development Consultant

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Open Awards

Introduction

Set up in 1981, Open Awards (formerly Open College Network North West Region) has been in business for over 40 years. We are a Company Limited by Guarantee and a registered charity.

Open Awards is based in Speke, Liverpool and currently employs 40 full-time and part-time staff and a number of external moderators who are currently contracted on an annual basis. The range of services we offer is extensive as we aim to deliver an effective and efficient service.

We welcome applications from all sectors and communities and are able to make specific arrangements and adjustments for candidates whose circumstances require this.

What We Do

Open Awards is a partnership of many different organisations, including Further Education Colleges, Higher Education Institutions, Voluntary and Community Organisations, and Employers. We are an Awarding Organisation recognised and regulated by OfQual to develop and approve units and qualifications for inclusion in the register of regulated Qualifications. We are also recognised by the Quality Assurance Agency for Higher Education (QAA) as an Access Validating Agency (AVA) to develop and approve Diplomas leading to entry to Higher Education.

We work with education and training organisations to promote quality and access in education and training so that individual learners can obtain nationally recognised credit and qualifications for achievements.

Open Awards encourages the development of qualifications to meet the needs of adults under-represented in education and training. We work with schools, employers and training providers to develop alternative qualifications for learners. Each year thousands of learners use our credits to progress on to other courses and qualifications in Further and Higher Education, in the community and in the workplace.

Open Awards seeks to:

- improve education and training opportunities for learners;
- ensure flexibility of learning opportunities;
- provide progression opportunities through credit accumulation and transfer arrangements; and
- provide and enhance equality of opportunity in all aspects of the learning environment.

The vision, mission and values of Open Awards are:

Vision: To change lives through learning.

Mission Statement: To support educational achievement for all learners.

Values:

- **Excellence**
To exceed standards in all we do, inspire excellence in our staff, centres and learners, and deliver a personalised customer service that surpasses expectations.
- **Respect**
To foster a culture of respect and inclusiveness, being receptive to each other and customers, and acting with integrity.
- **Innovation**
To listen, learn, discover and develop; to respond effectively to and invest in our staff, centres and learners.
- **Aspiration**
We strive to be visionary and influential

Open Awards Services

Open Awards offers a high quality accreditation and certification service for education and training. We are committed to offering:

- Value for money, including reasonable recognition and certification charges and a not-for-profit ethos.
- Contact with knowledgeable and responsive staff, who have curriculum expertise and offer detailed professional support.
- Access to a network of education and training organisations.
- An efficient administrative and certification service, with clear service standards.
- A commitment to promoting wider access to learning, equality of opportunity and recognition of achievement.
- Access to a comprehensive range of services, support workshops and training.

In particular Open Awards offers access to:

- Full advice and support for Open Awards accreditation, units and qualifications.
- A bank of approved units of achievement and qualifications.
- Staff development activities and curriculum forums to support networking, good practice and collaboration, and a range of specific training activities.

How to Apply

Candidates should complete the application form together with a supporting statement outlining how they meet the criteria for the post (max two sides A4).

Completed forms should be returned to:

Nina Hinton
Open Awards
Estuary Commerce Park,
17 De Havilland Drive
Speke
Liverpool

Email application to:-
nina.hinton@openawards.org.uk

The **closing date** for applications for the post is Monday 20th January 2020 at 5pm.

Open Awards

JOB DESCRIPTION

TITLE OF POST: Business Development Consultant

RESPONSIBLE TO: Head of Business and Development

STATUS: Full Time Permanent

FUNCTIONS OF THE POST:

- To sell Open Awards products and services within a defined geographical area.
- To grow learner numbers and increase the range of Open Awards products used in existing centres
- To support the development of the Open Awards offer

MAIN DUTIES AND RESPONSIBILITIES:

New centres

1. Identify and target new centres within geographical area with potential for growth
 - Achieve agreed annual targets relating to business growth across all Open Awards products including qualifications, quality endorsed units and Badge of Excellence Programmes
 - Identify centres for targeting in line with product offer and business plan
 - Proactively seek out contacts in target centres
 - Generate leads using a range of methods including cold calling, direct mail, email and networking
 - Develop and maintain relationships with staff within target centres
 - Organise and attend curriculum workshops and advice sessions for new and existing centres at remote locations within agreed geographical areas
 - Pitch products to key contacts in centres including tutors, curriculum managers and senior managers
 - Provide advice and guidance on how to construct curricula using Open Awards products and services
 - Use displacement sales techniques to encourage centres to use Open Awards products and services
 - Proactively follow up on communications and meetings in order to convert leads into sales
2. Support centres through the approval process
 - Carry out initial assessments of potential centres to ensure their suitability and viability
 - Assist centre staff in completing the paperwork and providing the necessary supporting information
 - Chase outstanding documentation and payments to ensure the process is completed in good time
 - Nurture newly approved centres for their first 6 months of operation to support them in becoming established with Open Awards and growing their curriculum offer

- Provide a robust handover to Open Awards staff after 6 months to ensure appropriate ongoing support for centre

Existing Centres

3. Identify current Open Awards centres with potential for growth within geographical area
 - Regularly review centres within area to identify potential synergies with Open Awards offer
 - Proactively seek out appropriate contacts in target centres in line with potential growth areas
 - Generate leads using a range of methods including cold calling, direct mail, email and networking
 - Develop and maintain relationships with staff within centres
 - Pitch products to key contacts in centres including tutors, curriculum managers and senior managers
 - Provide advice and guidance on how to construct curricula using Open Awards products and services
 - Use displacement sales techniques to encourage existing centres to utilise additional Open Awards products and services
 - Proactively follow up on communications and meetings in order to convert leads into sales
 - Work in partnership with full Open Awards team to provide ongoing and efficient curriculum support to centres within assigned geographical region

Developing the Open Awards offer

4. To gather market intelligence to underpin qualification and product development
 - Identify potential new developments from discussions with new and existing centres
 - Produce business cases for proposed developments
 - Gather feedback on existing products to support ongoing review
 - Work with centres to obtain letters of support for new qualification and/or product developments
 - Produce case studies in a range of media including written, photographs and videos
 - Produce materials for website such as articles and policy updates

General Responsibilities

5. Provide input at business development and promotional events
6. Maintain up to date records of activities in Quartz database in accordance with policies and procedures
7. Explore competitor marketing and drive forward suggestions for improvement to benefit Open Awards
8. Maintain an up to date knowledge of qualification funding systems and frameworks
9. Work with other members of the Open Awards Team to coordinate activity
10. Travel to and work from any site that the duties of the job may require
11. Carry out any other duties as specified, from time to time by the Management Team

12. To support the organisation's commitment to equality and diversity and to promote non-discriminatory practices in all aspects of the work undertaken
13. It must be understood that every employee has a responsibility to ensure that their work complies with all statutory requirements and with Open Awards policies, and to ensure that all work functions are undertaken in accordance with health and safety legislation, codes of practice, and Open Awards Health and Safety policy

Open Awards Mission, Vision and Values

Our Vision is:

To change lives through learning.

Our Mission Statement is:

To support educational achievement for all learners.

Our Values are:

- Excellence: To exceed standards in all we do, inspire excellence in our staff, centres and learners, and deliver a personalised customer service that surpasses expectations.
- Respect: To foster a culture of respect and inclusiveness, being receptive to each other and customers, and acting with integrity.
- Innovation: To listen, learn, discover and develop; to respond effectively to and invest in our staff, centres and learners.
- Aspiration: We strive to be visionary and influential.

This job description is not intended to be either prescriptive or exhaustive; it is issued as a framework to outline the main areas of responsibility at the time of writing.

Job description reviewed – January 2020

Person Specification

Post Title: Business Development Consultant

Criteria	Knowledge and Skills	Essential/ Desirable Criteria
Qualifications and Training	<ol style="list-style-type: none"> Level 3 qualification or above. Marketing/sales qualification. 	Essential Desirable
Experience	<ol style="list-style-type: none"> Experience of business to business sales including presentations and sales related meetings. Proven sales experience and track record of generating actual sales. Experience in an educational setting in dealing with Awarding Organisations and regulatory bodies or having worked within an Awarding Organisation. Experience of developing and maintaining customer relationships. Experience collecting, analysing and presenting customer data to inform sales strategies. 	Essential Essential Essential Essential Essential
Skills/Abilities	<ol style="list-style-type: none"> Ability to build strong relationships with customers and colleagues. Ability to understand, use and interpret customer information to inform sales activities. Good understanding of the requirements for marketing/selling of educational products. Ability to represent Open Awards in discussions with customers and other stakeholders. Ability to discuss curricular plans with customers. Ability to identify and critically evaluate business opportunities to determine viability. Strong verbal and written communication skills and the ability to communicate with a variety of audiences. Ability to work unsupervised, be self-motivated and use own initiative to meet agreed targets. Ability to organise work on multiple projects/accounts at once. Ability to work as part of a team remotely. Ability to identify and solve problems and suggest solutions. Be ICT literate using Microsoft Office and Outlook in a range purposes. 	Essential Essential Essential Essential Essential Essential Essential Essential Essential Essential Essential Essential Essential
Commitment	<ol style="list-style-type: none"> A commitment to Equality & Diversity. An understanding of and a personal commitment to the Mission, Vision and Values of Open Awards. Commitment to customer service. 	Essential Essential Essential

Criteria	Knowledge and Skills	Essential/ Desirable Criteria
Other	23. Be adaptable, flexible and open to change. 24. Flexible approach to travel at short notice and overnight stays. 25. Willingness to undertake staff development activities. 26. Confident Professional person.	Essential Essential Essential Essential