

Business Development Manager – Wales

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Introduction

Thank you for your interest in working at Open Awards.

This pack should give you everything you need to know to apply for this role and what it means to work at Open Awards.

In this pack, you will find:

- Our Values
- How to Apply
- Information about Open Awards
- Job Description
- Person Specification

If you would like an informal conversation about this vacancy, you can contact Nina Hinton on nina.hinton@openawards.org.uk

How to Apply

To apply for this role, please complete the application form together with a supporting statement outlining how you 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 17:00 on Friday 18th July 2025.

Mission, Vision and Values



At Open Awards, our **learners' aspirations** are at the heart of what we do.

As a not-for-profit organisation and a registered charity, we are passionate about our mission to **change lives through learning**.

This manifests in our flexibility and creativity when it comes to working with our providers and learners. We know our providers want to support their learners to **achieve the very best outcomes** and, as a small team, we pride ourselves on having the **flexibility, knowledge** and **passion** to react quickly and intelligently to individual **learners'** and **employers' needs**.

Open Awards seeks to:

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

Who are Open Awards?

We are an Awarding Organisation approved by Ofqual and an Access Validating Agency approved by the Quality Assurance Agency for Higher Education (QAA). We provide Ofqual regulated qualifications and units across a range of sectors, QAA Access to Higher Education Diplomas and also offer bespoke quality endorsed units and flexible learning solutions. Open Awards is also a regulated End-point Assessment Organisation for a wide range of apprenticeship Standards.

Our qualifications, units, and online courses are used across a range of education settings including Further Education Colleges, schools, sixth-form colleges, prisons, private training providers and third sector organisations.

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.

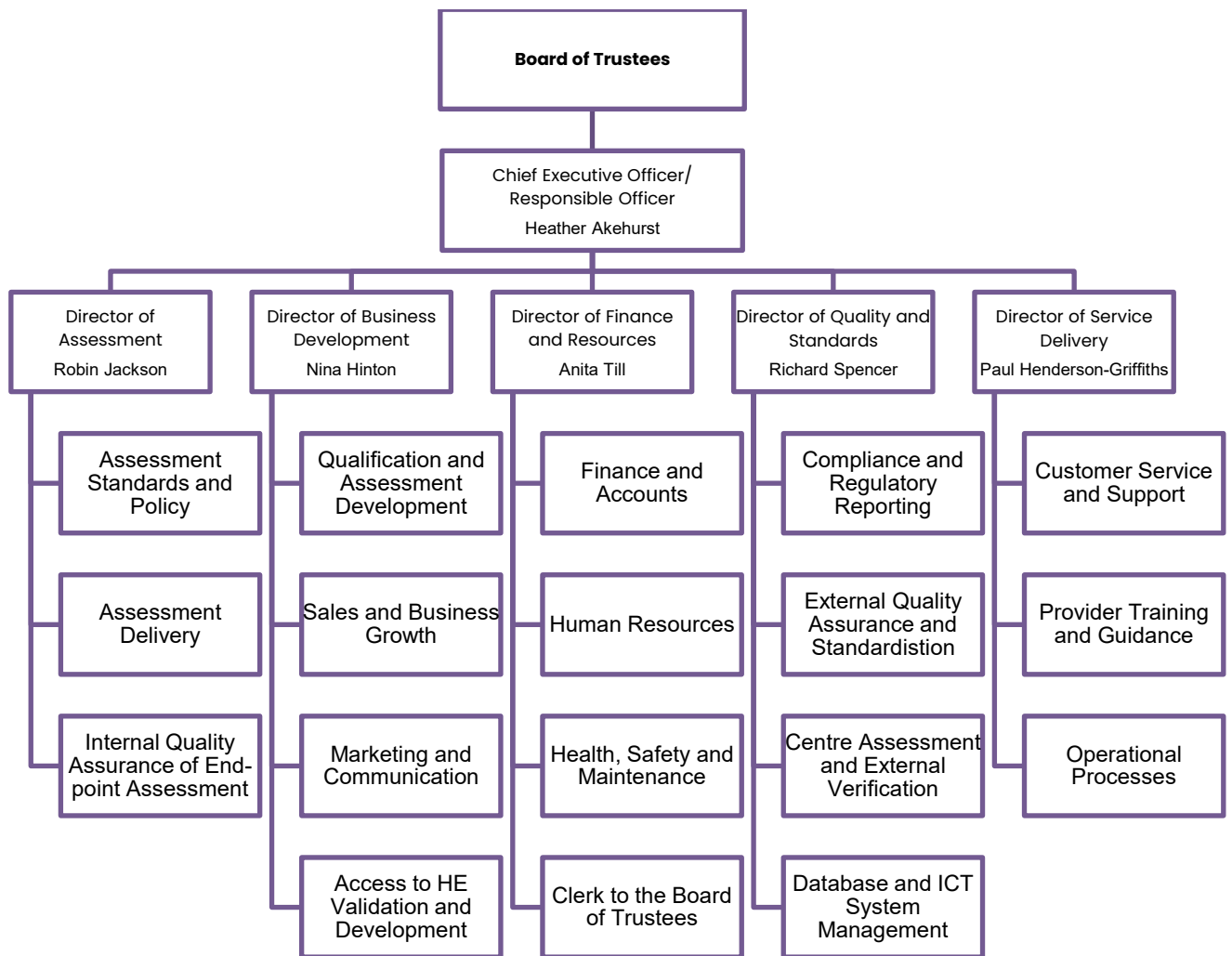
In particular Open Awards offers access to:

- 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.

Meeting the Team

The role you are applying for is based within the Business and Development Team team.

We are a small organisation and encourage all teams to work together across the wider structure. As such you will be working, on a daily basis, with a wide range of colleagues across the team structure.



Equality and Diversity

Open Awards is committed to making the recruitment process as fair as it can be. We want our workforce to reflect the diverse customer and learner base we support and we continue to work to create an inclusive culture where everyone is valued for who they are and the contribution they make to our mission and vision.

Every possible step will be taken to ensure that individuals are treated equally and fairly and that decisions on recruitment, selection, training, promotion and redeployment are based solely on objective, non-discriminatory criteria. In accordance with current legislation and codes of practice we aim to ensure that no councillor, employee or prospective employee will be treated unfavourably on the grounds of marital status, gender, age, disability, sexual orientation, race, nationality, ethnic or national origins, trade union membership or activity, political or religious belief and unrelated criminal conviction.

We are a disability confident employer; if you have a disability and your application meets the minimum criteria for the post, we guarantee you will be interviewed.



Safeguarding Statement

Open Awards is committed to our responsibilities for safeguarding and promoting the welfare of children, young people and vulnerable adults and expects all employees, independent workers, and volunteers to share this commitment.

We are committed to recruiting candidates who share this commitment to safeguarding, and therefore we apply robust recruitment and selection procedures to ensure that the people selected are right for the job, and that all candidates are appropriately screened prior to appointment.

The following pre-employment checks will be undertaken as applicable to the role:

- References
- DBS check
- Barred list check
- Section 128 check
- Overseas criminal records check
- Identity check
- Right to work in the UK
- Evidence of qualifications applicable to the role

You will need to provide details of referees including your current and previous employers, covering the last 5 years. These will not be contacted prior to interview.

All job offers will be subject to the satisfactory completion of pre-employment checks.

Please note that providing false information is an offence and could result in your application being rejected or your dismissal from employment if you are appointed. The matter may also be referred to the police.

Job Description

TITLE OF POST: Business Development Manager (Wales)

RESPONSIBLE TO: Director of Business and Development

SALARY: £38,480.00 (with a 2.6% cost of living increase from 1st August)

STATUS: Full Time Permanent

FUNCTIONS OF THE POST:

- To sell Open Awards products and services across Wales
- To grow learner numbers and increase the range of Open Awards products used in existing providers across Wales
- To support the development of the Open Awards offer through wider stakeholder engagement

MAIN DUTIES AND RESPONSIBILITIES:

New Providers

1. Identify and target new providers within Wales with potential for growth
 - Achieve agreed annual targets relating to business growth across Open Awards products including vocational and occupational qualifications, reformed 14-16 qualifications, and non-regulated qualifications and accreditation services
 - Identify providers, including schools, FE colleges, private training providers, and employers, for targeting in line with product offer and business plan
 - Proactively seek out contacts in target providers
 - Generate leads using a range of methods including cold calling, direct mail, email and networking
 - Develop and maintain relationships with staff within target providers
 - Organise and attend curriculum workshops and advice sessions for new and existing providers at remote locations within agreed geographical areas
 - Pitch products to key contacts in providers including tutors, curriculum managers and senior managers
 - Provide advice and guidance on how to construct curricula using Open Awards products and services
 - Proactively follow up on communications and meetings in order to convert leads into sales

2. Support providers through the approval process

- Carry out due diligence assessments of potential providers to ensure their suitability and viability
- Assist provider 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 providers 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 provider

Existing Providers

3. Identify current Open Awards providers with potential for growth within Wales

- Regularly review providers within area to identify potential synergies with Open Awards offer
- Proactively seek out appropriate contacts in target providers 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 providers
- Pitch products to key contacts in providers 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 providers 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 providers 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 providers
- Produce business cases for proposed developments
- Gather feedback on existing products to support ongoing review
- Work with providers 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

Line Management

5. Manage staff as required to meet team objectives in accordance with the tasks set out in the job description
 - Set realistic targets and deadlines
 - Undertake appraisals and performance management
 - Motivate and get the best from the role

General Responsibilities

6. Provide input at business development and promotional events
7. Maintain up to date records of activities in Quartz database in accordance with policies and procedures
8. Explore competitor marketing and drive forward suggestions for improvement to benefit Open Awards
9. Maintain an up to date knowledge of qualification funding systems and frameworks
10. Work with other members of the Open Awards Team to coordinate activity
11. Travel to and work from any site that the duties of the job may require
12. Carry out any other duties as specified, from time to time by the Management Team
13. To support the organisation's commitment to equality and diversity and to promote non-discriminatory practices in all aspects of the work undertaken
14. 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

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 – June 2025

Person Specification

Criteria	Knowledge and Skills	Essential/ desirable criteria
Qualifications and Training	1. Level 3 qualification or above. 2. Marketing/sales qualification.	Essential Desirable
Experience	3. Experience of business-to-business sales including presentations and sales related meetings. 4. Proven sales experience and track record of generating actual sales. 5. Experience in an educational setting in dealing with Awarding Organisations and regulatory bodies or having worked within an Awarding Organisation. 6. Experience of developing and maintaining customer relationships. 7. Experience collecting, analysing and presenting customer data to inform sales strategies.	Essential Essential Essential Essential Essential
Skills/Abilities	8. Welsh language skills 9. Ability to build strong relationships with customers and colleagues. 10. Ability to understand, use and interpret customer information to inform sales activities. 11. Good understanding of the requirements for marketing/selling of educational products. 12. Ability to represent Open Awards in discussions with customers and other stakeholders. 13. Ability to discuss curricular plans with customers. 14. Ability to identify and critically evaluate business opportunities to determine viability. 15. Strong verbal and written communication skills and the ability to communicate with a variety of audiences. 16. Ability to work unsupervised, be self-motivated and use own initiative to meet agreed targets. 17. Ability to organise work on multiple projects/accounts at once. 18. Ability to work as part of a team remotely. 19. Ability to identify and solve problems and suggest solutions. 20. Be ICT literate using Microsoft Office and Outlook in a range of purposes.	Essential Essential Essential Essential Essential Essential Essential Essential Essential Essential Essential Essential
Commitment	21. A commitment to Equality & Diversity. 22. An understanding of and a personal commitment to the Mission, Vision and Values of Open Awards. 23. Commitment to customer service.	Essential Essential Essential
Other	24. Be adaptable, flexible and open to change. 25. Flexible approach to travel at short notice and overnight stays. 26. Willingness to undertake staff development activities. 27. Confident Professional person.	Essential Essential Essential Essential