



**The
Workforce
Development
Trust**

Business Development Executive

Job description

Job Title	Business Development Executive
Department	Learning Solutions Division
Reports to	Head of Business Development
Location	Bristol Office, hybrid working – 2 days in the office
Pay Scale	£35,000k per annum
Contract	Permanent
Hours	Full time - 37.5 hours per week

The Workforce Development Trust

The Workforce Development Trust is a not-for-profit organisation that provides services that support employers to develop skilled, sustainable, and efficient workforces in the UK and abroad. We operate via our four brands; Skills for Health, Skills for Justice, SFJ Awards, iCQ Awards and People 1st International, which deliver specialist, targeted skills interventions to support a variety of frontline public services.

Job summary

The Business Development Executive will contribute to revenue growth and lead client engagement for the Workforce Development Trust (WDT) within the Learning Solutions division. Reporting to Head of Business Development, this position will take a lead on developing new business opportunities for a suite of eLearning solutions.

The Business Development Executive will have excellent organisational skills with proven capability in developing and maintaining client and internal stakeholder relations. The post holder will deploy new business development techniques as appropriate and contribute to the development of tenders, proposals, client updates, case studies and reporting and so must possess advanced writing/presentation skills and maintain a keen understanding of our products and services and the wider learning/training market.

Key responsibilities

- New Business Development:
 - Identify new business opportunities leveraging the various WDT Brands as appropriate
 - Lead and or support the acquisition of new business through development of proposals/tenders, client engagement and response to inbound enquiries
 - Lead and or support across all learning commercial procurement processes
- Client Relationship Management:
 - Serve as the main point of contact for assigned clients, building and maintaining strong, lasting relationships
 - Understand clients' business goals, needs and challenges to provide tailored learning solutions
 - Conduct regular account reviews with existing clients to ensure ongoing satisfaction and develop upsell opportunities
 - Manage a portfolio of new/existing clients and consistently identify opportunities to design learning interventions
- Account Growth and Retention:
 - Identify opportunities for account growth and upselling of additional products and services to existing clients
 - Develop and implement strategies to improve client retention and minimise churn
- Feedback and Improvement:
 - Gather and analyse client feedback to inform product development and service improvements
 - Collaborate with the product development team to advocate for client needs and enhance our learning solutions value proposition
 - Share client feedback with colleagues in the product development and marketing teams to inform the product roadmap and marketing approach
- Reporting and documentation
 - Maintain accurate and relevant records of client interactions, project status and pipeline activity within CRM systems
 - Prepare regular reporting on key performance metrics for internal review
 - Support Marketing colleagues with the design, development and delivery of tactical and strategic marketing outputs

Person specification

Criteria	Essential	Desirable
Education and qualifications		
Degree and/or management qualification or equivalent demonstrable	X	
Evidence of continuing ongoing professional development		X
Knowledge		
Strong knowledge and understanding of learning/training requirements of individuals/employers within the health and/or justice sectors	X	
Strong knowledge of public sector commissioning processes		X
Current knowledge of learning development policies as these relate to statutory and mandatory training landscape	X	
Knowledge and understanding of financial instructions in the preparation of bids and proposals		X
Understanding of the commercial requirements of a business and how these translate into selling behaviour		X
Experiences		
Sales experience with a background in learning solutions	X	
Experience of effective negotiation to deliver mutually profitable solutions		X
Experience of successfully implementing continual improvement processes and identifying upsell opportunities		X
Experience of programme delivery		X
Experience of writing and preparing proposal/tender documentation		X
Experience of delivering tender response proposals and the creation and delivery of presentation materials at panels or other selection formats		X
Experience of business development and delivery within the Public Sector		X
Experience of handling complex commercial arrangements and 'in confidence' / sensitive information both internally and externally		x
Experience in the development and managing of a pipeline. Ability to prospect and assess sales opportunities and move these through the pipeline		X
Experience of developing and delivering short and medium-long term business development plans		X
Skills and abilities		
Excellent communication and presentation skills with the	X	

ability to articulate a clear vision and present appropriate and well-structured arguments		
Well-developed influencing, negotiation and mediation skills, demonstrating the ability to overcome objections, resolve differences and arrive at agreements	X	
Well-developed consultative selling skills, with an ability to acquire an understanding of clients' learning and relate that to WDT products and services	X	
Ability to synthesise innovative solutions and ideas to address potential business opportunities		X
Well developed team working skills		X
Ability to work autonomously and proactively to deliver an agreed plan of action. Be energetic and driven	X	
Advanced digital capabilities utilising MS Offices suite (inc PowerBI).	X	
Advanced knowledge of CRM systems. Salesforce an advantage	X	
Other		
Ideally candidates will reside in the Bristol area and be office based 2-3 days per week	X	

Job Description Completion

Name	Matthew Keown
Job title	Head of Business Development
Department	Learning Solutions
Date	23/04/2025

All job descriptions are subject to review. All post holders are expected to be flexible and prepared to carry out any similar or related duties that do not fall within the work outlined. The line manager, in consultation with the post holder will undertake any review.

Safeguarding

The Workforce Development Trust Ltd are committed to safeguarding and promoting the welfare of children, young people and vulnerable adults and expect all employees to share this commitment.

Equal Opportunities

The Workforce Development Trust Ltd are committed to eliminating unlawful discrimination and promoting equality of opportunity. Every employee has a personal responsibility to:

- Ensure their behaviour is not discriminatory.
- Does not cause offence.
- To challenge the inappropriate behaviours of others.
- Adhere to the Equal Opportunities policy.

Health and Safety

Under the provisions contained in the Health and Safety at Work Act (1974), it is the duty of every employer to:

- Take reasonable care of themselves and for others at work.
- To co-operate with The Workforce Development Trust Ltd as far as is necessary to enable them to carry out their legal duty.
- Not to intentionally or recklessly interfere with anything provided, including personal protective equipment for Health and Safety or welfare at work.

The Workforce Development Trust Ltd will take all reasonable practical steps to ensure your health, safety, and welfare whilst at work. If employed, you must familiarise yourself with the Health and Safety policy and Fire Safety rules. It will be your legal duty to take care of your own health as well as that of your colleagues.

Confidentiality

Within this role there will be a need to use or be party to confidential information. The employee may not disclose any information of a confidential nature relating to The Workforce Development Trust Ltd or in respect of which The Workforce Development Trust Ltd has an obligation of confidence to any third party other than where you are obliged to disclose such information in the proper course of your employment or required by law.

The unauthorised use or disclosure of personal information no matter whether in verbal, written, or electronic format, or through negligence, is regarded as misconduct. Employees are expected to act with integrity both inside and outside the workplace.

Data Protection

If you apply for a position with the Workforce Development Trust, we will use the information you provide to assist in the recruitment and selection process. Under GDPR, the general information that you supply about yourself is known as your

personal data and information about any criminal convictions, ethnic origin, and health, amongst other things, is referred to as 'sensitive personal data'.

The Workforce Development Trust takes the security of your data seriously, and will not share your data with third parties, unless your application for employment is successful, and it makes you an offer of employment. The Workforce Development Trust will then share your data with former employers to obtain references for you, employment background check providers to obtain necessary background checks and, where necessary, the Disclosure and Barring Service to obtain necessary criminal records checks. The Company has a legitimate interest in processing personal data during the recruitment process and for keeping records of the process. Processing data from job applicants allows the Workforce Development Trust to manage the recruitment process, assess and confirm a candidate's suitability for employment and decide to whom to offer a job. The Workforce Development Trust may also need to process data from job applicants to respond to and defend against legal claims.

Your information may be shared internally for the purposes of the recruitment exercise. This includes members of the HR team, interviewers involved in the recruitment process, managers in the business area with a vacancy and IT staff if access to the data is deemed necessary. We will hold details of all applicants until the post applied for is filled. After which, if the candidate is unsuccessful, all documents held will be confidentially disposed of, both electronically and physically. Data will not be held for any longer 3 months of receiving an application. At the end of that period, your data will be deleted or destroyed. If you wish for your data to be destroyed before this period, you may contact the HR department and request for your data to be deleted. If your application for employment is successful, personal data gathered during the recruitment process will be transferred to your personnel file and retained during your employment.

Other Employment

You may not without prior permission in writing of The Workforce Development Trust Ltd, be employed or otherwise engaged in any other business, trade, or profession, either directly or indirectly in any capacity whatsoever.



**The
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Skills for
Health

Skills for
Justice


SFJ
Awards

People **1st**
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