



The  
Workforce  
Development  
Trust

# BUSINESS DEVELOPMENT OFFICER

## Job description

|                   |                                                      |
|-------------------|------------------------------------------------------|
| <b>Job Title</b>  | Business Development Officer                         |
| <b>Department</b> | Partnerships and Innovation – SFJ Awards             |
| <b>Reports to</b> | Director of Partnerships and Innovation – SFJ Awards |
| <b>Location</b>   | Sheffield Office, with hybrid working available      |
| <b>Pay Scale</b>  | £35,000 to £43,000                                   |
| <b>Contract</b>   | Permanent                                            |
| <b>Hours</b>      | 37.5 hours per week                                  |

### SFJ Awards

SFJ Awards are a regulated Awarding Organisation, delivering high quality qualifications, and custom certification for learners through Approved Centres in England, Wales, Northern Ireland, and Scotland. We are also an Apprenticeship End Point Assessment Organisation approved by the Department for Education to deliver Apprenticeship Assessment to apprentices for a growing number of apprenticeship standards in England. SFJ Awards is part of the Workforce Development Trust group.

### 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 collective of five brands; Skills for Health, Skills for Justice, SFJ Awards, People 1st International and ICQ Awards, which deliver specialist, targeted skills interventions to support a variety of frontline public services.

## Job summary

SFJ Awards provides a range of Awarding Organisation and assurance functions, including regulated qualifications and apprenticeship end-point assessment. The overall purpose of this role is to increase the volume and value of revenues achieved from SFJ Awards products and services. The post holder will carry out research, sourcing and analysing relevant data sources to identify and recommend new product/service opportunities. They will use their communication, engagement and commercial skills to support existing customers to increase their activity with SFJ Awards and to secure new customers, working both independently and as an effective team player.

The post-holder will benefit from an understanding of how qualifications, apprenticeships and certification products are developed, delivered, managed and quality assured, and will enjoy influencing, negotiating and building commercial relationships with new and established customers and stakeholders.

This role requires someone who thrives on being organised yet dynamic enough to keep up with innovations and developments within the dynamic landscape of vocational qualifications, education and training.

## Key responsibilities

Reporting to the Director of Partnerships and Innovation, the post holder's key responsibilities will include:

- Actively monitoring, researching and reporting on market trends to identify potential new customers and emerging opportunities.
- Influencing existing customers to increase and expand their uptake of existing SFJ Awards products.
- Working closely with the marketing function to implement SFJ Awards' marketing and customer engagement plans
- Working independently and in collaboration with others to deliver annual growth in market share and revenues.
- Regularly interrogating published data sources to inform market and competitor analysis, the comparative assessment of product performance and the identification of market trends and opportunities.
- Generating accurate and appropriate analyses and reports to support the acquisition of new customers, the establishment of beneficial relationships with partner organisations, and ongoing improvement in the commercial performance of products and services.
- Providing prospective customers with appropriate advice and information as to the benefits of working with SFJ Awards and the features of SFJ Awards products and services.

- Influencing existing customers to increase and/or broaden their provision of SFJ Awards' regulated qualifications, End-Point assessments and Custom Certifications;
- Providing viable, costed proposals for SFJ Awards products and services;
- Working collaboratively with the WDTTrust Client Directors and Bid Manager to support the preparation and submission of major bids that include SFJ Awards products and services component;
- Developing and maintaining up to date records of feedback from customers and partner organisations, using insights and intelligence gained to propose product and service developments;
- Participating in the planning and facilitation of conferences, meetings and other engagement events to promote SFJ Awards' products and services, support customers and build market recognition;
- Working in conjunction with the marketing and PR team to implement agreed campaigns and activities, including following up on targeted communications and offers;
- Building professional relationships with colleagues, contract holders and relevant stakeholders across the sectors in which SFJ Awards specialises;
- Working as an effective team member to support SFJ Awards to achieve business objectives;
- Acting in accordance with organisational values and behaviours and as an ambassador for SFJ Awards and the wider Workforce Development Trust in all interactions with contacts, both internal and external

## Person specification

| Criteria                                                                                                                                                                                              | Essential | Desirable |
|-------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|-----------|-----------|
| <b>Education and qualifications</b>                                                                                                                                                                   |           |           |
| Maths and English qualification at Level 2                                                                                                                                                            | <b>X</b>  |           |
| Degree or equivalent professional, vocationally related qualification in Business                                                                                                                     |           | <b>X</b>  |
| Evidence of continuing professional development                                                                                                                                                       | <b>X</b>  |           |
| <b>Knowledge</b>                                                                                                                                                                                      |           |           |
| Knowledge and understanding of the vocational qualifications, education and training sector within the U.K.                                                                                           | <b>X</b>  |           |
| Knowledge and understanding of the workforce characteristics of some or all of the protective services sectors (policing, fire and rescue, community justice, security and/or health and social care) |           | <b>X</b>  |
| <b>Experiences</b>                                                                                                                                                                                    |           |           |
| Experience of undertaking customer, product and market research                                                                                                                                       | <b>X</b>  |           |

|                                                                                                                                     |          |          |
|-------------------------------------------------------------------------------------------------------------------------------------|----------|----------|
| Experiencing of sourcing and interrogating relevant data to inform decision making                                                  | <b>X</b> |          |
| Experience of generating analyses and reports using Excel and pivot tables                                                          |          | <b>X</b> |
| Experience of winning customer sales within a Business-to-Business service sector context                                           |          | <b>X</b> |
| Experience of establishing and building professional, commercial relationships with new and established customers                   | <b>X</b> |          |
| Experience of participating in and influencing others at sales - oriented meetings and events                                       |          | <b>X</b> |
| Experience of working within a busy customer -service oriented business environment                                                 | <b>X</b> |          |
| <b>Skills and abilities</b>                                                                                                         |          |          |
| Excellent negotiation, influencing and relationship building skills                                                                 | <b>X</b> |          |
| Strong communication skills with the ability to convey complex information fluently and confidently to different audiences          | <b>X</b> |          |
| Able to interpret information, read between the lines of customer feedback and form sound and reliable judgements based on evidence | <b>X</b> |          |
| Ability to interpret and use information to formulate, propose and implement sales campaigns                                        |          | <b>X</b> |
| Strong numerical and analytical skills with excellent attention to detail                                                           | <b>X</b> |          |
| Able to work on own initiative and as part of a team, delivering to time, cost and quality requirements                             | <b>X</b> |          |
| Ability to manage conflicting demands and deadlines                                                                                 | <b>X</b> |          |
| Competent IT user, with established familiarity with Microsoft Office applications                                                  | <b>X</b> |          |
| Expertise in bespoke Content Management Systems (CMS) and/or Power BI reporting                                                     |          | <b>X</b> |
| Resilience and determination to succeed with the ability to work well under pressure in a dynamic environment                       | <b>X</b> |          |
| <b>Other</b>                                                                                                                        |          |          |
| Able to undertake travel and be mobile across the UK as required.                                                                   | <b>X</b> |          |
| Able to work autonomously with self-motivation, resilience and confidence                                                           | <b>X</b> |          |
| Able to take a flexible approach to tasks, travel and hours of work as required.                                                    | <b>X</b> |          |
| A willingness to learn and a commitment to continued professional development                                                       | <b>X</b> |          |

## Job Description Completion

|                   |                              |
|-------------------|------------------------------|
| <b>Name</b>       | David Higham                 |
| <b>Job title</b>  | Managing Director            |
| <b>Department</b> | Exec                         |
| <b>Date</b>       | 7 <sup>th</sup> October 2024 |

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'.

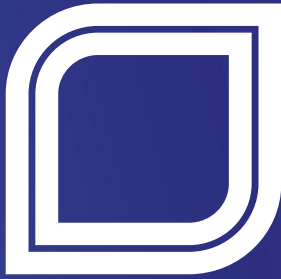
The Workforce Development Trust takes the security of your data seriously, and will not share your data with third parties, unless your application for employment is successful and it makes you an offer of employment. The Workforce Development Trust will then share your data with former employers to 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  
Workforce  
Development  
Trust**

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Skills for  
**Health**

Skills for  
**Justice**

  
**SFJ**  
Awards

People **1st**  
International