



The
Workforce
Development
Trust

Business Development Manager

Job description

Job Title	Business Development Manager
Department	iCQ Awards
Reports to	Managing Director, iCQ Awards
Location	Bristol Office, with hybrid working available
Pay Scale	£42,500 to £65,000 Expected OTE
Contract	Permanent
Hours	37.5 hours per week

iCQ Awards

iCQ Awards are a regulated awarding organisation, delivering over 200 regulated qualifications, an end-point assessment (EPA) organisation for over 40 apprenticeship standards and providing integrated assessment and funding software solutions. We work across over 20 business sectors, delivering skills development to a growing number of organisations, including some large household names.

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

iCQ Awards provides awarding and assessment services to hundreds of training providers and employers across the UK – directly supporting the development of individuals through skills, knowledge and behaviours, often within the workplace.

Our commitment to providing exceptional service and support has positioned us as a trusted partner for a wide range of assessment organisations throughout the UK. As we continue to expand our reach, we are seeking an exceptional Business Development Manager to play a key role in our continued success.

As the Business Development Manager, you will be responsible for leading and inspiring the sales function and co-ordinate with the account manager team to achieve and exceed revenue targets. Your strategic vision and leadership will be instrumental in driving market share, building lasting client relationships, and positioning iCQ as the go-to provider for qualifications, apprenticeship assessments and our integrated assessment and learner management software solution in the training and assessment sector. If you are a dynamic and results-oriented sales and business development professional with a proven track record, we want you to be a driving force in our success story.

The overall purpose of this role is to identify and understand potential customers, what they need, and provide information and solutions to support their goals. You will handle the process from initial enquiry or engagement through to successful onboarding, supporting customers through the application and recognition processes.

You will be a visible and customer-facing individual and play a large role in how iCQ are perceived in the market. Excellent interpersonal skills and the ability to genuinely connect with people in order to support them in their line of work is therefore key to the role.

The role involves communicating with and being supported by experts in qualifications and apprenticeships to meet business development objective, as well as account managers and marketing. These functions will support the Business Development Manager in identify information and solutions to assist in onboarding customers.

The role also involves working across the wider Workforce Development Trust divisions and brands, to identify and support cross-promotional and development activities.

You will have an understanding of what awarding organisations and End-Point Assessment organisations do, and how they work with training providers, colleges and employers. You may come from a background where the management and delivery of qualifications and apprenticeships has taken place – such as an awarding organisation, training provider, employer provider or a further education college.

Key responsibilities

The post holder's key responsibilities will include:

- Being the first point of contact for potential customers who want to engage with iCQ for awarding, assessment or software services
- Responding to enquiries in an efficient and timely manner
- Work closely with the marketing and PR team to help carry out lead generating campaigns and activities, following up on targeted communications and offers efficiently
- Helping to identify potential new markets, customers and opportunities

- Working independently and in collaboration with others, particularly marketing colleagues, to contribute to annual growth
- Managing and updating the business development pipeline on our software system, iLearner
- Providing prospective customers with appropriate advice and information about iCQ and our qualifications, systems, and assessment services
- Facilitating the inclusion of iCQ in bid proposals by providing evidence and materials to The Workforce Development Trust bids team
- Work with others in the iCQ team to understand feedback about service levels and opportunities by sharing customer insights
- Taking part in events, external and internal meetings that drive business development
- Building productive relationships with colleagues, customers and stakeholders across the sectors that iCQ work with
- Working as an effective team member to support iCQ in achieving our goals and objectives
- Maintaining professional behaviours and standards in line with iCQ and wider Workforce Development Trust values in every interaction

Person specification

Criteria	Essential	Desirable
Education and qualifications		
Maths and English qualification at Level 2	X	
Evidence of continuing professional development	X	
Knowledge		
Knowledge and understanding of the vocational qualifications, education and training sector and/or apprenticeships and the End Point Assessment process within the U.K.	X	
Knowledge and understanding of the characteristics of sectors we support (such as health and social care, facilities, travel and tourism, hospitality and catering, and others)		X
Knowledge of B2B relationships and business development practices and processes	X	
Knowledge of qualification regulations and oversight, and/or awarding body compliance activities		X
Experiences		
Experience of undertaking customer, product and market research		X
Experience of working in a business-to-business (B2B) environment		X

Experience of building professional, supportive relationships with new and established customers	X	
Experience of working events or attending networking sessions or other meetings in order to support business development		X
Experience of working within a busy customer-facing environment	X	
Skills and abilities		
Skilled at understanding what information and advice is required, and sourcing it from experts in other business teams	X	
Negotiation, influencing and relationship building skills	X	
Strong communication skills with the ability to provide complex information confidently to different audiences	X	
Ability to interpret and use information to formulate, propose and implement sales campaigns		X
Strong numerical and analytical skills with excellent attention to detail	X	
Able to work on own initiative and as part of a team, delivering to time, cost and quality requirements	X	
Ability to manage conflicting demands and deadlines	X	
Ability to use Microsoft O365 applications to a high standard	X	
Ability to use bespoke systems, such as Content Management Systems (CMS) to keep accurate, relevant and up-to-date information	X	
Other		
Able to travel across the UK if needed for internal and external meetings	X	
Flexibility towards tasks and priorities, and ability to occasionally attend events outside of core working hours	X	
Ability to work independently to contribute to business objectives and support customers	X	
A willingness to learn and a commitment to continued professional development	X	

Job Description Completion

Name	Dennis Twomey
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Job title	Managing Director
Department	iCQ Awards
Date	03/10/2025

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.

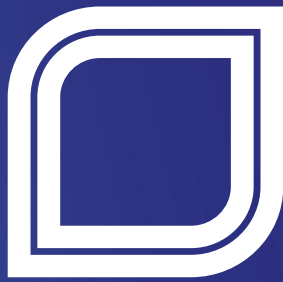
Your information may be shared internally for the purposes of the recruitment exercise. This includes members of the HR team, interviewers involved in the recruitment process, managers in the business area with a vacancy and IT staff if access to the data is deemed necessary. We will hold details of 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
Workforce
Development
Trust**

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Skills for
Justice

Skills for
Health


SFJ
Awards

People **1st**
International

iCQ
Awards