



DEVELOPMENT MANAGER – South

Location: Home based in London

Salary: £27,000 - £33,000 + OTE uncapped. London weighting. Maintained company car (work mileage only).

Hours of Work: 37.5 per week

Reporting to: Head of Education Business Development

Contract Type: Permanent Full Time / Pro Rata Term time (48/52 weeks pa)

About us

We are an educational charity that helps young people defy their limitations, so they become strong, resilient and curious, ready for the challenges of life.

Using learning and adventures in the wild, we partner with schools, colleges, employers and youth groups to teach their young people the most important lesson they could ever learn: to believe in themselves.

Job description

- To maximise new business by selling the benefits of a partnership with Outward Bound and building long-term successful relationships and networks within the school, college and youth group market in the region.
- To account manage a portfolio of existing customers (approximately 30% of the regional revenue target) ensuring repeat booking, seeking extension sales opportunities and leveraging referral and advocate networks.
- Work in partnership with the assigned (office based) regional Education Account Manager to meet the combined revenue and other KPI targets for the region.
- To ensure a high level of customer service is delivered at all times.
- The role will involve proactive outbound calling and face to face meetings with existing and new customers as well as timely follow up of inbound enquiries.
- To be the face of Outward Bound for Education, and other business streams as required (e.g. Summer Adventures, Early Careers, Fundraising and Long Course).
- To effectively work with all internal stakeholders to ensure a positive customer experience.

Key Responsibilities:

- Self-generate networks, relationships and new business opportunities.
- Research, identify and target prospective clients.
- Proactively manage sales leads from new and existing clients.
- To attend relevant local and national events to represent Outward Bound and develop market knowledge.
- Pursue and manage relationships with lapsed clients and enquirer non-bookers.
- Maintain accurate records of each enquiry and booking using the CRM system.
- Meet revenue targets and other KPI's for the region to ensure individual and regional team targets are met.
- Work closely with the assigned regional Education Account Manager to meet performance targets, manage client experience and exploit extension sales opportunities.
- Contribute to the achievement of quarterly and annual Education Team targets and KPI's.
- Use sales techniques to overcome problems and objections in closing sales.
- Effectively promote, award and allocate financial assistance to clients within bursary parameters and according to need. And, ensure eligible clients complete a Financial Assistance Application Form.
- Collaborate with Fundraising teams to recruit, manage and report on restricted donor opportunities.
- Manage new clients from the point of sale through to confirmation, providing exceptional guidance to senior school leaders, bookers and other relevant staff.
- Develop an in-depth knowledge of clients, the region (including competitor activity), education market and sales techniques.
- Represent Outward Bound across any income channel within the region as required
- To represent The Outward Bound Trust mission, values and ways of working together internally and externally.

Person Specification:

Essential

- Minimum 3-years sales experience.
- Knowledge of and experience within the education system.
- A desire and drive to seek out new business. Create demand, open doors, pitch for partnerships and close sales.
- Excellent organisational and time management skills.
- Good PC literacy (Outlook, Word, Office 365, Excel and PowerPoint)
- Attention to detail.
- Ability to work on own initiative with minimal supervision and with flexibility in order to respond to priorities.
- Excellent communication skills face to face and over the phone, including giving presentations to senior school leaders, teachers, pupils and parents. Able to present with gravitas about the work of the Trust.
- The ability to work with wide range of internal and external stakeholders.
- A willingness to travel extensively across the region.

Desirable

- A knowledge of and interest in outdoor learning methodology and impact
- Experience using a CRM system

Other

- Some evening, weekend and overnight work will be required as part of the role, including attending Teacher Taster sessions, visiting clients, attending centres, events and meetings.
- An enhanced DBS check will be required to confirm the role.
- This job description is not to be regarded as exclusive or exhaustive and does not form part of the roles contract terms. It is a summary of the Development Managers function and responsibilities and, like all such documents, will be amended from time to time, in the light of the changing needs of the charity.

Salary and benefits

- £27,000 - £33,000 + OTE uncapped. London weighting. Maintained company car (work mileage only).
- Annual Leave of 24 days increasing by one day each year to a maximum of 30 days, plus bank holidays.
- Life Assurance: 3 x salary, covered from start date; includes Employee Assistance helpline.
- 8 weeks' sick pay at full salary in any 12 months.
- Long-term Disability Insurance: 2/3 salary less state incapacity benefit after 6 months' absence for up to 5 years, covered from start date.
- Personal Accident Insurance while at work or commuting.
- Choice of private healthcare (currently BUPA) or cash plan: on application after completion of probation; taxable benefit.
- Pension Scheme (currently Standard Life): Auto-enrolment of all staff after 3 months service.
- Berghaus uniform items provided, and the opportunity to purchase Berghaus products at discount.
- Discounted course fees for family members to attend Outward Bound Trust courses (after 12 months service).
- Up to 2-weeks unpaid leave per annum.

Probation period

There is a 3-month probationary period from the employees start date.

How to apply

To apply for this position please email a covering letter of no more than 500 words. explaining your fit to the job description, the role, responsibilities and requirements, together with an up to date CV to Sarah Shutt, sarah.shutt@outwardbound.org.uk

The closing date is Friday 25th October 2019. Interviews will take place in London on Wednesday 6th November.

If you have any questions regarding this position, please contact Sarah by email sarah.shutt@outwardbound.org.uk or call 01931 740022.