

## Business Development Manager: Kenya, Mauritius and Ghana

3 roles, 1 BDM per country

<b>Reports to</b>	Director Africa & Caricom
<b>Base Salary</b>	Negotiable
<b>Based</b>	Flexible. Will be expected to travel frequently.
<b>Contract type</b>	Independent Consultant
<b>Direct Reports</b>	0
<b>Total team</b>	0
<b>Budget responsibility</b>	To be agreed.

### **Job Purpose:**

The key focus of the Business Development Manager (BDM) is to significantly increase sales in the Further Education (FE) and Higher Education (HE) sector, training companies and corporates, both existing and new.

Reporting to the Director of Africa & Caricom the BDM will be responsible for developing, growing and maintaining a client base for ABE products. Build strong working relationship with ABE colleagues, ABE centres (universities and colleges), and potential centres, ABE Members and Alumni, regulatory bodies and all other key stakeholders.

Primarily a sales role, to successfully lead and deliver on the sales and marketing strategy for your country, driving the growth of ABE by increasing new student registrations and recruiting new centres and tuition providers (universities and colleges) and to develop relationships with key stakeholders, in line with your country specific targets.

This role suits a self-starting, well-organised individual, who is motivated by exceeding targets and enjoys making new connections and building networks.

### **Key tasks, accountabilities and responsibilities:**

1. Put in place a Marketing and Business Development plan, working with the Director of CARICOM & Africa, to drive up recruitment of new centres (colleges) and new learner registrations (students) in your country
2. Account manage by building and developing new clients and existing client relationship using The ABE Way
3. Initiate sales calls, follow leads and close deals through direct consultative selling, both face-to-face, and utilising videoconferencing technology as appropriate
4. Provide detailed monthly reports and attend team meetings with Director of CARICOM & Africa on your country:
  - Centre performance: report actions, OFQUAL compliance and recommendations after centre visits

- Competitor activities: pricing and product development
  - Regulatory updates and changes
  - Updates on marketing and business development plan
  - Details of education landscape of the country: political, social, economic and technological with a SWOT analysis
5. Act as a representative of ABE in agreed locations on all dealings with centres, learners, businesses, media, marketing suppliers and regulatory authorities in the country
  6. Provide any information and documentation as required by regulatory authorities to ensure that ABE is able to offer its qualifications in that country, ensuring that through these activities ABE's brand or reputation is not damaged and is protected
  7. Keep abreast of ABE Products and services, as well as OFQUAL compliance
  8. Plan and manage time effectively, achieving a good balance between planning, prospecting sales calls, key account management, stakeholder relations and evaluation
  9. Maintain a detailed pipeline of prospects and log all customer information on ABE's CRM system in a timely and accurate manner
  10. Seek, build and secure partnerships with centres, private companies, foundations, donor organisations to support funding
  11. If required, manage ABE examination venues in your country, including sourcing and recommending venues as well as managing invigilating procedures and investigations
  12. As required, attend events and conferences/expos to promote and sell ABE.

### **Knowledge, skills and experience**

- Educated to degree or equivalent and/or experience of the job role
- Demonstrable sales experience of closing deals over achieving in business development and relationship management within the HE & FE sector for your country, although education sector experience would be an advantage it is not essential
- Excellent communication and presentation skills
- Ability and experience in building and maintaining a strong network of useful contacts, able to establish and build productive working relationships with senior levels of academics, universities, governments, regulators and/or relevant customers in home markets
- Customer focused, maintaining an equal focus on internal and external customer demands, ensuring that decisions focus on improving customer/student experiences
- Have an ability to manage conflict to a win-win situation and defend ABE
- Have a clear interest and knowledge in the higher education and academic sector of your country
- Be results driven, an ability to collect data, establish facts and draw valid conclusions
- An energetic self-starter, extremely well organised, results focused and energised by hitting targets
- Have an office which can be used for learners and centres to visit and maintain a positive and professional image of ABE
- Possess a valid work permit for your country.

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The job holder is also required to demonstrate appropriate levels of competence and behaviours in line with ABE's organisational values, in particular always act in line with: [The ABE Way](#) [The ABE Way](#) | [ABE UK](#):

- **Accountable:** takes responsibility, pride, shows initiative, self motivated, mistakes can be admitted and fixed, seeks new skills and knowledge, transparent, seeks assistance.
- **Quality of work:** works smart, proactive, turns risk to opportunity, quality interactions and results driven.
- **Openness:** open minded, curious, willing to learn, honest, works across departments, everyone's ideas are valuable, listens to others.
- **Clarity of purpose:** pride in business and community, clear standards and knows what is expected, understands ABE's mission
- **Embraces uncertainty:** adaptable, thinks ahead, anti-fragile, soaks up pressure, seeks innovative and creative solutions.
- **Acts with integrity:** keeps promises, trusted, acts with noble intent.

*This job description is not exhaustive, the holder is expected to show a positive behaviour towards any stretch and challenge projects this role may require.*