



a world of opportunity

RECRUITMENT PACK



ABOUT ABE

ABE is a not for profit qualifications awarding organisation, formed in 1973, and an independent subsidiary of the Institute of Leadership.

ABE specialises in qualifications and learning programmes in the fields of business, entrepreneurship, and leadership. Our main markets are low-and-middle income countries in the global south and emerging economies, although we are also focusing on expanding our reach to the UK, online learner markets, and developed economies.

Our commercial team consists of a global network of local specialist business development managers. Our traditional and largest customer base consists of post-school, tertiary education institutions and qualifications at RQF Levels 4 and 5 as an entry to higher education or career progression. We also have courses for Key Stage 3 and university partnerships, and our aim is to create a seamless product pathway from the school room to the board room.

HOW WE WORK

We work with a network of international education partners to develop skills that support businesses, empower individuals, reduce gender inequality and tackle extreme poverty.

Our post-school qualifications are delivered through a network of high-quality accredited TVET centres (colleges and training providers). Our qualifications enable people to become professionally qualified business practitioners at any age or stage in their career, frequently providing their sole pathway to higher education.

Our work with schools develops business and entrepreneurial know-how in children and helps them prepare for a more sustainable future.

WHY WORK WITH US

When you join ABE, you're part of a small but dedicated team committed to our social mission. Our culture is friendly, inclusive, hard-working with a can-do attitude. People are willing to do whatever it takes to achieve our objectives and help each other out.

EQUAL OPPORTUNITIES

We are committed to equal opportunities in employment and service delivery. The policies and practices of ABE aim to promote an environment that is free from all forms of unlawful or unfair discrimination and they value the diversity of all people.



**"I HELP STUDENTS
ACHIEVE THEIR
DREAMS TO GET
A BETTER JOB
AND MAKE A
BETTER LIFE FOR
THEIR FAMILIES."**

Business Development Manager – Mauritius

Reports to: Director
Retainer: Competitive, based on experience: a monthly £ retainer + commission - based model remuneration package

A commission of 15 percent (15%) of the total revenue (in GBP) will be paid by the Principal. The payment is on a quarterly basis (every three months). With the exception of KidsMBA, and University of Hertfordshire (UoH), which are joint ventures with ABE Global, therefore a 15% commission is based only on ABE's share of revenue, not from entire KidsMBA and UoH revenue.

Based: Mauritius
Contract type: Individual Consultant Agreement

Job Purpose

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

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, recruiting new centres and tuition providers (universities and colleges) and to develop relationships with key stakeholders, in line with 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:

- Put in place a marketing and business development plan, working with the Director, to drive up recruitment of new centres (colleges) and new learner registrations (students) in your country.
- Account manage by building and developing new clients and existing client relationship in line with ABE values.

Cont/...

Key Tasks, Accountabilities and Responsibilities:

- Initiate sales calls, follow leads and close deals through direct consultative selling, both face-to-face, and utilising videoconferencing technology as appropriate.
- Provide detailed monthly reports and attend team meetings with Director in 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.
- 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.
- 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.
- Keep abreast of ABE Products and services, as well as OFQUAL compliance.
- Plan and manage time effectively, achieving a good balance between planning, prospecting sales calls, key account management, stakeholder relations and evaluation.
- Maintain a detailed pipeline of prospects and log all customer information on ABE's CRM system in a timely and accurate manner.
- Seek, build and secure partnerships with centres, private companies, foundations, donor organisations to support funding.
- If required, manage ABE examination venues in your country, including sourcing and recommending venues as well as managing invigilating procedures and investigations.
- Attend events and conferences/expos to promote and sell ABE.

Knowledge, skills and experience

- Substantial business development experience. Knowledge and experience of the education sector would be an advantage.
- Demonstrable sales experience of closing deals over achieving in business development and relationship management within the school, 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.
- Possess a valid work permit for your country.

**“THERE IS A
REAL ENERGY
TO THE PLACE
THE PEOPLE CARE
PASSIONATELY
THERE IS PERSONAL
ATTACHMENT.”**

Statement from staff focus group.



Why are we here?

ABE exists to widen access to inclusive economic opportunity through business education.

Our Vision:

We believe in an open, inclusive, global market economy where everyone benefits from responsible globalisation and trade. We believe that this will create a safer and more prosperous future for all.

Our Mission:

We aim to build trust, resilience and reassurance in global business interactions leading to greater equity within and between nations. Our mission is to empower people to transform their lives and communities through gaining high-quality business, leadership and entrepreneurial skills.

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.

What will we do?

- Build 'Customer Lifetime Value' by fostering a global community of learning from the school room to the boardroom.
- Extend our reach by offering our courses and qualifications through multiple channels (i.e. class based, online, formal & informal learning) and aiming for delivery across a wide range of settings, including both advanced economies, and complex and challenging environments.
- Increase our Impact by providing quality assurance and capacity building services to improve the quality, delivery and reliability of education in the communities we serve.

Guiding Principles

- We will have a commitment to accessibility and affordability at the heart of everything we do.
- We will be passionate about expanding our operations, by seeking-out and working with strategic partners all over the world, including in the digital sphere, and in hard-to-reach places.
- We will make sure that our courses reflect industry needs and are trusted by universities and employers.
- We will track and respond to the evolving needs of our learners and delivery partners.
- We will be mindful of our impact on planet Earth and tread lightly.
- We will be non-political but we will offer advice and support to policymakers as appropriate.
- We will manage our costs effectively, recognising our obligation to use our learners' hard-earned money responsibly.
- We will work hard and work smart – always pursuing innovation, thinking ahead, using evidence, soaking up pressure, not making excuses, not wasting time, and never compromising on our goals or the quality of our work.
- We will act with integrity, openness and respect for others.

**“I ENJOY
ENGAGING WITH
STUDENTS AND
MY TEAM...
I GENUINELY
LOVE MY WORK!”**

Statement from staff focus group.





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