

Job Title: Business Development Executive, Further Education
Location: Wallingford or London
Business Area: Education



About GTI:

We aim to help students realise their potential in the world of work through technology, content and tools. That's not an easy thing. We believe in understanding students and partnering with employers, universities, schools and colleges to support this journey.

It's about students and learners finding the right role and employers finding the most suitable candidates. But its more than that – it's about helping young people discover options, develop and build confidence.

The Role Aim:

Working with GTI's Education Partnerships Director, support GTI targetconnect's market entry into the Further Education and 6th Form college sectors to help win and support founder customers.

Outcomes:

1. Compelling proposition and marketing for colleges

- Working with Marketing at GTI to create collateral (eg website copy, slides, email) that outlines the platform proposition and supports customer decision making
- Review industry websites and language to ensure that collateral uses language that works for the sector
- B2B marketing and sales to engage new customers.
- CRM contains a comprehensive view of FE and 6th Form colleges and contacts
- Creating user stories that can be used as marketing collateral and references.
- Active and regular contributor to blogs and LinkedIn. Monitor the FE and college sector for industry insight and maintain an active overview of FE policy and practice.
- Work with the Education Partnerships Director in understanding and developing the Product Roadmap (with Product team). Feeding back ideas and issues arising from FE college visits and maintaining open communications channel throughout.

2. Customer Product demonstrations are successful

- Working with the Product team, tailor our demo platform and run demos with customers to support business development activity.

3. Support initial customers

- Working with the Education division Customer Success team, support the initial customers in onboarding and training on the platform

4. College Acquisition & business development

- Conduct face-to-face/online sales meetings with senior stakeholders across the sector (accompanied by Education Partnerships Director initially).
- Sharing market intelligence and working with Education Partnerships Director to direct and maximise commercial opportunities.
- Driving FE college-specific initiatives, joint developments and possible partnerships, e.g. sector groupings, regional groupings, specialist career guidance, new software module, or shared platform or speaking opportunities.

Person Specification:

- Early careers experience either in a business development or strategy role
- Interest in Secondary, Further and Higher Education.
- Comfortable with and enjoys using web platforms
- Clear and compelling communicator, in person and online (including product demo experience)
- Commercial and client focus.

Other Information

- 3-month probationary period (depending on duration of contract)
- Flexible working arrangements
- 'On the job' training
- Benefits package: Contributory Pension up to 5% after passing 3-month probationary period, initial 25 day's holiday, enhanced maternity/paternity policies, life assurance scheme.
- Option to be based in either Wallingford or London office, with flexible working options.