

ROLE PROFILE

Role Details

Job Title: Business Development Manager	Pillar / Department: All Ireland
Responsible for: None	Location: Home based – NI
Line Manager Job Title: Director – All Ireland	Created: January 2024

Job Goal

Manage a network of Providers and Instructors, ensuring appropriate quality of delivery to maximise sales of Lantra's products.

Role Responsibilities

Responsibility	Outcome and measures
<p>Business Development</p> <p>Provide effective account management to Providers based across Ireland:</p> <ul style="list-style-type: none"> • Generate income from the sale of Lantra's products and services. • Ensure that Providers have a good knowledge of Lantra's products and understand the benefit of using same. • Act as the first point of contact to manage and resolve enquiries effectively and efficiently. • Provide support to Providers regarding using Quartzweb to support booking and learner achievement of training and qualifications. • Working closely with the Director to understand the potential market for Lantra's products across Ireland, based on engagement with Providers. • In conjunction with the Director, identify gaps in Provider coverage and recruit new providers to fill the gaps. <p>Occasional travel across Ireland may be required to support events or business development activity.</p>	<ul style="list-style-type: none"> • Have a full understanding of Provider's business and their objectives in relation to training. • Strengthen relationships to increase loyalty, demonstrated via Net Promotor Scores. • Achieve % sales • Ensure providers have a clear understanding of Lantra's products and understand the value of using them over our competitors.
<p>Instructor Management</p> <ul style="list-style-type: none"> • Based on engagement with Providers, identify gaps in their Instructor's skills 	<ul style="list-style-type: none"> • Number of Instructors recruited • Number of Instructors adding skills

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<p>and/or the skills in the network of Freelance Instructors.</p> <ul style="list-style-type: none"> Engage with Freelance Instructors regarding the addition of skills to supplement their current offering. 	
<p>Quality Assurance</p> <ul style="list-style-type: none"> Undertake Quality Assurance visits to ensure Providers maintain the standard, in line with Lantra's requirements. Undertake observations of Instructors during the delivery of training, in line with Lantra's requirements. 	<ul style="list-style-type: none"> Number of QA visits completed Number of Instructor observations completed
<p>Administration</p> <ul style="list-style-type: none"> Support with secretariat duties, as required. Support project work carried out, as required. Support any additional industry programmes, as required. Undertake any other tasks, as required. Ensure the confidentiality and integrity of all data relating to the role in according with GDPR and terms of employment. 	
<p>Brand and Market Support</p> <ul style="list-style-type: none"> Support with arrangements for promotional activity, such as shows/events, including attendance at same. Support with the development of material for social media. 	

Role Dimensions

Budget responsibility:	Number of Direct/Indirect Reports:
None	

Person Specification

Knowledge / Skills Required

Essential	Desirable
<ul style="list-style-type: none"> Ability to develop a knowledge of Lantra's products relevant to the regions Ability to prioritise between competing calls on time and resources Ability to work in a prioritised and methodical manner to ensure that actions are followed through to completion Excellent IT skills, including Excel, Word, PowerPoint Excellent interpersonal, telephone and listening skills Good problem-solving skills Able to drive / access to a car 	<ul style="list-style-type: none"> Ability to use bespoke IT systems Detailed knowledge and understanding of Lantra's products and services

Experience

Essential	Desirable
<ul style="list-style-type: none"> Understanding and experience of good practice in customer account management Experience of forging strong relationships with existing customers and driving loyalty and sales 	<ul style="list-style-type: none"> Experience of working cross functionally across a business

Qualifications

Essential	Desirable
Educated to degree level	

Behaviours

Essential	Desirable
Customer First	<ul style="list-style-type: none"> Continually seeks improvements to customer service Aims to solve customer problems quickly and in full Rises to challenges to take ownership of customer issues
Commercially Driven	<ul style="list-style-type: none"> Understands the business structure and their role in achieving business plan Strives to get think commercially to achieve cost savings Looks to streamlining process, costs and resources to focus on adding value
Collaborative	<ul style="list-style-type: none"> Encourages effective communication across all levels Shares knowledge and information Asks questions and checks understanding
Camaraderie	<ul style="list-style-type: none"> Shares knowledge and information with team members and colleagues across teams. Recognises and responds when others require help and support Is approachable and open to the ideas of the team
Leadership	<ul style="list-style-type: none"> Acts as a role model of the corporate values and behaviours

	<ul style="list-style-type: none"> • Develops trust by delivering on promises and communicating all changes • Engages with others and makes suggestions or offers help when it is needed
Personal Effectiveness	<ul style="list-style-type: none"> • Take ownership of a task they have been allocated and follows through • Plans ahead and communicates these plans to those who need to know • Is more proactive than reactive in their approach • Is adaptable when the needs of their role or the organisation changes