

### Job Description

<b>Job Title:</b>	<b>Head of Business Strategy</b>
<b>Department:</b>	<b>Business Strategy</b>
<b>Reports to:</b>	<b>Chief Executive</b>
<b>Liaises with:</b>	<b>Senior Leadership Team</b>
<b>Responsible for:</b>	<b>Business Development Officer, Digital Content Officer</b>

### Main function of work

To play a leadership role with English Speaking Board (International) Ltd. to achieve the business strategy for our English Language and Oracy qualifications. Key features of the activity are:

- Developing a team with detailed product, client and environment knowledge
- Achieving revenue targets via selling, on selling and cross selling of our products
- Further developing our brand and digital marketing to achieve sales and quantifiable return on investment
- In liaison with the Senior Manager Operations, lead our whole of business Customer Journey focus to ensure our clients are on boarded and retained to achieve revenue targets and maintain our purpose and customer value propositions

Delivering data and analytics to identify new markets, monitor centre performance, provide insight, identify new markets and achieve revenue targets.

### Main areas of responsibility

#### 1. Leadership

As a member of the Senior Leadership team (SLT) contribute to the strategic direction and decision making of the business:-

- Present effective sales and marketing data reports to the SLT via agreed written protocols
- To compile and present statistical reports and trends and provide advice to senior colleagues
- Ensure SLT are briefed on changes to the landscape of markets, competitors, opportunities, and challenges
- Lead a team to achieve strategic and operational targets
- Developing a team with detailed product, client and environment knowledge
- Manage all expenditure and budgets within agreed targets

## **2. Marketing and Sales strategy**

### **a) Customer Relationship Management**

- Ensure the highest standards of customer responsiveness, flexibility and personal service are delivered
- Establish and maintain a close, supportive and knowledgeable working relationship with existing centres, developing relationship management strategies to support and gain insight into delivery patterns.
- Ensure the team manages all initial customer contact to move customers from potential to booking following up, with required information, materials and advice, all enquiries from potential clients concerning the speech/language qualifications and recorded all customer interaction into the CRM tool
- Lead on the development of a new CRM system as a whole of business tool

### **b) Achieving revenue targets via selling, on selling and cross selling of our products**

- Lead the strategic and financial analysis of sales and retention performance data
- Ensure the focus of the selling efforts is in line with revenue targets and the value of our revenue streams, understanding our commercial, government funded and third sector client base
- Identify, target and qualify prospective clients in the UK and internationally through digital and face to face networking; advertising and conferences and lead generation to grow sales revenue and maintain a consistent sales pipeline
- Follow up, with required information, materials and advice, all enquiries from potential clients concerning the speech/language qualifications
- Manage the client pipeline and achieve new business targets across the different customer types.
- In liaison with the Senior Manager Operations, lead our whole of business Customer Journey focus to ensure our clients are on boarded and retained to achieve revenue targets and maintain our purpose and customer value propositions
- Develop strong, collaborative relationships with key decision-makers and stakeholders within customer organisations
- Represent ESB International, with the CEO and other members of SLT at events and conferences in the UK and internationally

### **c) Exclusive Contract Management**

- Manage the drafting and implementation of all new high value exclusive centre contract relationships, via liaison with other relevant members of SLT to ensure a whole of business outcome and identification of risk

- Review and prepare high value exclusive contract renewals via a revenue and operational analysis with other members of SLT, in preparation for CEO led contract negotiations

**d) Marketing Strategy - Further develop our brand and digital marketing to achieve sales and quantifiable return on investment**

**Digital marketing**

- Develop a digital marketing strategy through the effective use of digital channels and social media, to the needs and values of our market segments
- Ensuring best use of digital channels and social media to support marketing campaigns, optimising and widening client reach and engagement and helping to drive revenue across qualification sales and centre registrations - Using tools such as Google Ad words and Google Grants
- Oversee the evaluation of all marketing campaigns using appropriate analytics to diversify audiences and grow income
- Act as the brand guardian and champion and ensure that we present a consistent and coherent brand identity and messaging across all public facing activities, talking to the needs and values of our market segments
- Ensure that our design of marketing and communication material is consistently high quality, aligned to purpose, customer value propositions and inspires our clients

**Website Management**

- Ensure the ongoing development of ESB's website to keep pace with innovation and industry standards and to meet the needs of ESB and its clients
- Manage and enhance our website and client portals utilising Google Analytics, SEO, web analytics and metrics with support from our IT teams

**Environmental and product knowledge**

- Create detailed product, client and environment knowledge and challenges and opportunities, across the team in order to achieve revenue.
- Conduct thorough market research to identify trends, customer needs, and potential growth areas in the English Language and Oracy qualifications markets.

**Internal Communications**

- Manage effective internal communications to support our commitment to purpose and strategy

Any other duties commensurate with the role to support the organisation's business needs.

## Person Specification

QUALITIES	ESSENTIAL CRITERIA
Qualifications	<ul style="list-style-type: none"> <li>• Relevant degree/professional qualification at level 5 or above or substantial experience in business development and marketing with relevant CPD</li> <li>• Previous experience working for an Awarding Organisation would be desirable</li> </ul>
Technical Experience	<ul style="list-style-type: none"> <li>• Substantial experience in business development and marketing, some of which must be within government funded and commercial education markets</li> <li>• Experience of driving growth and retaining clients in identified markets and for identified products, gathering and recording business intelligence and performing relationship management activities that win and maintain revenue</li> <li>• Experience of representing an organisation at relevant events and conferences</li> <li>• Successful experience of leading and managing a Business Strategy team</li> <li>• Evidence of success in providing strategic direction and decision making to SLT</li> <li>• High level experience of using a CRM system</li> <li>• Maintained close working relationships with external partners</li> <li>• Successful provision of competitor analyses, market scans and marketing campaigns</li> <li>• Successful management of all expenditure and budgets within agreed targets</li> </ul>
Capabilities and attributes  (see our Leadership KPIs)	<ul style="list-style-type: none"> <li>• Commitment and affinity to the purpose of ESB International</li> <li>• Excellent communication skills, both written and oral</li> <li>• Ability to work under pressure, to deadlines and to targets</li> <li>• Ability to initiate, plan, organize and evaluate</li> <li>• Drive, enthusiasm and resilience</li> <li>• Professional and flexible approach</li> <li>• Committed to equality and diversity</li> <li>• Willingness to travel throughout the U.K. and internationally</li> </ul>

## Terms and Conditions

**Employment Status:** Permanent, full-time (5 days a week) subject to 6 months' probationary period

**Salary:** Senior Manager Grade 7 (£44,000-£ 55,000) dependent on experience and current salary

**Method of payment:** Monthly, in arrears

**Pension:** Employer contributions of between 7.5%-12% of total earnings using a 'Matching Design'. If an employee chooses to contribute more than 5% of gross pay, English Speaking Board (International) Ltd will match their contribution by 1½ times up to a maximum amount of 12%

**Place of work:** Flexible. Fully remote or hybrid working at ESB's Office, 9 Hattersley Court, Burscough Road, Ormskirk, Lancashire, L39 2AY, dependent on geographical location of the successful candidate

**Appointment subject to:**

- Satisfactory references
- Confirmation of current/most recent salary details
- Verification of qualifications

**Holiday entitlement:** 28 working days plus 8 public holidays