

## JOB DESCRIPTION

### SECTION 1

#### BASIC DATA

<b>Job Holder's Name:</b>		<b>Job Title:</b>	Relationship Director (International Trade qualifications)
<b>Reports to:</b>	Director, Business Development	<b>Location:</b>	London
<b>Department:</b>	Corporate and Professional Qualifications	<b>Job Family:</b>	Team Leader and Specialist

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### SECTION 2

#### DEPARTMENT STRUCTURE

Please see Appendix A attached.

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### SECTION 3

#### SIZE/DIMENSIONS

Line management responsibility for Relationship Director – Trade Finance.

Revenue targets to be achieved in line with The London Institute of Banking & Finance Strategic Plan

The role requires working with many other teams within The London Institute of Banking & Finance to ensure delivery of client requirements.

#### OVERALL JOB PURPOSE

Responsible for developing, promoting and widening the take-up of The London Institute of Banking & Finance's international trade and transaction banking qualifications including CITF, CertPAY, CDCS, CSDG, CTFC, CSCF and the Diploma QTFS both within the UK and overseas. Relationship manage clients to ensure revenue protection and customer satisfaction.

As a front line client contact and sales role it requires working with many other teams within The London Institute of Banking & Finance to ensure delivery of the ideal solution.

The London Institute of Banking & Finance is a registered charity, incorporated by Royal Charter.

## **SECTION 4**

### **PRINCIPAL ACTIVITIES/OUTPUT OF JOB**

1. Develop and implement strategies to promote and widen the take-up of The London Institute of Banking & Finance qualifications, in particular CITF, CertPAY, CDCS, CSDG, CTFC, CSCF and the Diploma QTFS and other trade/transaction banking qualifications that may be added from time to time both in the UK and overseas building significant revenue streams and working to agreed targets.
2. Build the take-up of these qualifications and programmes. Proactively seek potential new areas for The London Institute of Banking & Finance to develop new qualifications within the Trade arena.
3. Take a lead in seeking new avenues of revenue such as short courses, webinars and conferences and in developing potential new partnerships.
4. Through proactive interaction with corporates and other institutions such as the International Chamber of Commerce (ICC) obtain feedback on the education market and likely requirements.
5. Identify and take an active involvement in the development of additional appropriate International Trade and transaction banking qualifications.
6. Build a prioritised prospecting plan to ensure that agreed targets are met or exceeded.
7. Lead and support presentations to win commercial commitment from new and existing organisations that lead to registrations for a service, qualification or executive education programme.
8. Work closely with the relevant teams within The London Institute of Banking & Finance to develop opportunities and launch new programmes offering both generic and customised content, where appropriate.
9. Develop client proposals through engagement with the Qualification Development Team and academic faculty.
10. Identify and implement ways of continually improving CPD for the relevant qualifications.
11. Identify and develop partnerships for the commercial promotion of The London Institute of Banking & Finance qualifications and executive education programmes.
12. Through all interactions with clients, potential clients and other external bodies contribute to the development of a strong brand identity for The London Institute of Banking & Finance and its values and strengths.
13. To maintain, primarily through CRM, current and accurate records of customer relationships, business performance and prospecting / business development opportunities.
14. Contribute to the sales plan formulation to support The London Institute of Banking & Finance's future growth
15. Any other duties that may reasonably be required.

### **CONTACTS AND INFLUENCE EXERCISED**

This is a role with considerable influence in terms of positioning The London Institute of Banking & Finance with corporate customers both in the UK and internationally. Considerable liaison will also be

required with external bodies such as the International Chamber of Commerce (ICC), ICC UK, overseas banking associations and other partners. A proven track record of high level corporate relationship management will need to be displayed together with a good knowledge of international trade finance, procedures and practices.

External contacts will be with personnel at all levels within business lines, the learning and development teams and Training & Competence teams within financial services organisations. In addition there will be contact with trainers, tutors and students at all levels.

Internal contacts at all levels working closely with the key service providers within The London Institute of Banking & Finance to ensure customer satisfaction is achieved.

**DECISIONS**

Indicate the level which best describes the job holder’s involvement in the decision making process:

Follows written and verbal instructions and established guidelines	
Interprets policies & procedures	
Participates in the establishment of guidelines & procedures	<b>X</b>
Acts as final authority to implement policy, guidelines and procedures that affect strategic goals	

Indicate the statement which best describes the impact of the job holder’s decisions:

Restricted to employee’s own work	
Has impact on department/directorate* objectives	<b>X</b>
Has impact on The London Institute of Banking & Finance objectives	

Examples of the decisions that are generally made by the job holder:

The post-holder is expected to be able to win approval for securing and gaining international professional qualifications from corporates and associations.

There will be flexibility of decision-making within agreed parameters.

**DEFINITION /CLARITY**

Travel throughout the UK and some overseas travel in particular to Asia.

The post-holder should be prepared to work flexibly and on occasion extended hours, regularly spending time away from their office base, including overnight trips.

A full, clean, UK driving licence is required.

## PERSON SPECIFICATION

**Job Title:** Relationship Director  
**Reports to:** Director, Business Development  
**Department:** Corporate and Professional Qualifications

Qualifications, knowledge and professional memberships	Essential/desirable?
Good understanding of the broad spectrum of financial services provision.	E
Good understanding of the Regulatory sector of the industry.	E
Good understanding of the HE and executive education sectors.	D
Good understanding and proven track record of corporate relationship building and business development.	E
An understanding of the issues underpinning corporate/student acquisition and retention.	E
Ability to understand and work within the framework and quality standards set by academic partners and academic regulators (QCA and QAA)	E

Technical competencies (skills and experience)	Essential/desirable?
Proven and demonstrable experience in a business to business environment delivering growth and developing business activity.	E
Passion and belief for education and learning.	E
Proven business development and business to business sales skills.	E
Commercially effective – drives revenue production and contributes effectively to the reputation of The London Institute of Banking & Finance.	E
Ability to understand customer needs and priorities and provide quality services through creative problem solving and successful task execution.	E
Experienced territory and call planning activities.	E
Drive, enthusiasm, initiative and a strong professional presence.	E
Resilience and tenacity – whilst part of a team the role holder will often be working on their own in client/prospect premises.	E
Empathy – the ability to put oneself in the shoes of the prospect/client	E

Core Competencies (this section should contain the level of competency required to carry out this role. Please refer to the competency framework for clarification where needed. Placing a N/A where the competency is not required as part of the job)	Essential / desirable?	Step
<b>Values</b>		
Listening and Learning	E	2-2
Innovation	E	2
Support	E	1
Transparency	E	1
Collaboration	E	2
<b>Skills and Experience</b>		
Business thinking	E	2
Getting things done to achieve results	E	2/3
Customer Experience	E	2/3

Managing quality standards	<b>E</b>	<b>2</b>
Applying judgement and taking decisions	<b>E</b>	<b>3</b>
Managing individuals and teams (line managers only)	<b>E</b>	<b>1</b>

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Signed: Job Holder

Date

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Signed: Line Manager

Date

## Appendix A

