

JOB DESCRIPTION

SECTION 1

BASIC DATA

Job Holder's Name:	TBA	Job Title:	Business Development Manager (Business Specialist)
Reports to:	Head of Financial Services	Location:	Home based – Travel throughout the UK
Department:	Professional Education	Job Family:	Team Leader and Specialist

SECTION 2

DEPARTMENT STRUCTURE

Please see Appendix A attached.

SECTION 3

OVERALL JOB PURPOSE

Responsible for developing and promoting technical insights into Financial Services Education and Learning by use of various mediums including and not limited to Podcasts, Webinars, Seminars including speeches and presentations, and conferences. They will also be expected to provide regular press articles and web content for various media outlets and develop content for CPD use by members of the LIBF.

This role requires an in-depth technical knowledge of Regulated Financial Planning (to also include specialist subjects such as Pension Transfers, Inheritance Tax, Later Life Planning and Pre & Post Retirement Planning). A good working knowledge of the Mortgage and Equity Release sectors would be desirable for the role.

As a front-line client contact role, it requires working with many other teams within The London Institute of Banking & Finance to ensure smooth and effective delivery of all projects and learning activities.

SIZE/DIMENSIONS

Not responsible for any direct reports.

Key activities to be delivered in line with individual personal objectives 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.

SECTION 4

PRINCIPAL ACTIVITIES/OUTPUT OF JOB

1. Develop and implement client strategies to promote and widen the take-up of the London Institute of Banking & Finance qualifications, for the Regulated Financial Advice sector. Building content that will help the Institute achieve its corporate goals in this area.
2. Build the take-up of the Institute's membership and accredited body activities and help in the development of ideas to maximise the attractiveness the institutes qualifications and learning materials and to demonstrate what sets us apart in the qualifications market.
3. Deliver Financial Services Technical Training to Members, Individuals, Networks, Corporates, and the Media through a variety of mediums such as Technical Insights, Bloggs, Webinars and Podcasts.
4. Engage with The London Institute of Banking & Finance membership and key business influencers within the industry to develop relevant business focused activity which will support our membership offering and Identify and develop training programmes for the Financial Services market.
5. Lead and support presentations to win commercial commitment from new and existing organisations that lead to registrations for a service, qualification, or education programme.
6. Work closely with the relevant teams within The London Institute of Banking & Finance to help develop opportunities and new programmes offering both generic and customised content, where appropriate.
7. Develop client proposals through engagement with the Qualification Development Team and Academic Faculty.
8. Develop a network of contacts within the industry and media to deliver relevant and timely content for CPD and ongoing learning to support the learning strategies of those contacts and raise the profile for The London Institute of Banking and Finance
9. Through all interactions with clients and potential clients contribute to the development of a strong brand identity for the London Institute of Banking & Finance programmes, reflecting The London Institute of Banking & Finance values and strengths.
10. Contribute to the sales plan formulation to support The London Institute of Banking & Finance's future growth
11. 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 and within the learning and development market, requiring a proven track record of technical training and delivery of learning in the regulated marketplace.

External contacts will be with personnel at all levels within Corporate Partners, for example, the Learning & Development teams and Training & Competence teams within financial services organisations. In addition, there will be contact with trainers, tutors, and students at all levels. We would also expect a strong relationship with the Financial Services media, and to work closely with the Media & PR team at the LIBF.

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	X
Participates in the establishment of guidelines & procedures	
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	X

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

The post-holder is expected to be able to develop technical learning for the Regulated Financial Services industry and promote the Regulated Qualifications of the LIBF.

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

DEFINITION /CLARITY

The post holder will be an experienced Financial Services Professional with a minimum Level 4 Qualification in Financial Advice and a Level 3 Mortgage Advice Qualification would be desirable as would a good knowledge of the mortgage sector including Equity Release. Further qualifications in Financial Services up to Level 6 would be desirable.

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

A full, clean, UK driving licence is essential for this role.

Regular travel throughout the UK

PERSON SPECIFICATION

Job Title: Business Development Manager (Business Specialist)

Reports to: Head of Financial Services

Department: Professional Education

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
Values		
Listening and Learning	E	2-1
Innovation	E	2
Support	E	1
Transparency	E	1
Collaboration	E	2
Skills and Experience		
Business thinking	E	1
Getting things done to achieve results	E/D	2/3
Customer Experience	E	2
Managing quality standards	E	2
Applying judgement and taking decisions	E	3
Managing individuals and teams (line managers only)	N/A	N/A

Signed

JOB HOLDER

Date

Signed

LINE MANAGER

Date

Appendix A

