

JOB DESCRIPTION

SECTION 1

BASIC DATA

Job Title: Relationship Director - Trade & Transaction Banking

Reports to: Head of Trade & Transaction Banking

Job Location: UK

Job Family: Sales

SECTION 2

Department structure

Please see Appendix A attached

SECTION 3

OVERALL JOB PURPOSE

Responsible for developing, promoting and widening the take-up of The London Institute of Banking & Finance's (LIBF) international Trade & Transaction Banking qualifications within the UK and wider overseas markets. These qualifications are CDCS; CSDG; CITF; CSCF; CTFC; CertPay. The job holder will relationship manage clients to ensure revenue protection and customer satisfaction. The Trade & Transaction Banking qualifications are one of LIBF's key revenue generators and have global brand recognition.

As a front line client contact and sales role it requires working with many other teams within LIBF to ensure delivery of customer requirements.

SIZE/DIMENSIONS

No direct reports.

Revenue targets to be achieved in line with the LIBF Strategic Plan

The role requires working with many other teams within LIBF to ensure delivery of client requirements.

SECTION 4

PRINCIPAL ACTIVITIES/OUTPUT OF JOB

1. Develop and implement strategies to promote and widen the take-up of the Trade & Transaction Banking qualifications globally to financial institutions and other corporates, building significant revenue streams and working to agreed targets.
2. Build the take-up of these qualifications and complementary training programmes.
3. Through proactive interaction with corporates obtain feedback on the education market and likely requirements.
4. Build a prioritised prospecting plan to ensure that agreed targets are met or exceeded.
5. 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.
6. Develop relationships with a highlighted portfolio of large Global Trade Finance Banks.
7. Develop a strong relationship with both the ICC and the ICC National Councils.
8. Develop client proposals through engagement with the Qualification Development Team and academic faculty.
9. Maintain accurate and complete client and prospect records.
10. Identify and develop partnerships for the commercial promotion of The London Institute of Banking & Finance qualifications and executive education programmes.
11. Through all interactions with clients and potential clients contribute to the development of a strong brand identity reflecting The London Institute of Banking & Finance values and strengths.
12. To maintain current and accurate records of customer relationships, business performance and prospecting / business development opportunities.
13. Contribute to the sales plan formulation to support The London Institute of Banking & Finance's future growth
14. Any other duties that may reasonably be required.

CONTACTS AND INFLUENCE EXERCISED

This is a role with considerable influence in terms of positioning LIBF with corporate customers globally. Considerable liaison will also be required with external bodies such as the International Chamber of Commerce (ICC) and overseas banking associations. A proven track record of high level corporate relationship management will need to be displayed together with an excellent 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 Learning and Development teams within financial institutions. 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 LIBF 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	X
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
Has impact on The LIBF 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 and training programmes from corporates and associations.

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

DEFINITION /CLARITY

Potential for international travel as highlighted in the sales plan.

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.

PERSON SPECIFICATION

Job Title: Relationship Director - Trade Finance

Reports to: Head of Trade & Transaction Banking

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.	D
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.	D
Ability to understand and work within the framework and quality standards set by academic partners and academic regulators (QCA and QAA)	D
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

LIBF's Competency Framework (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?	Core/Enhanced
Values		
Adaptability	E	C
Innovation	E	C
Support	E	E
Integrity	E	C
Collaboration	E	E
Skills and Experience		Core/Enhanced
Effective communication	E	En
Developing yourself	E	C
Digital capability	E	C
Managing quality and standards	E	C
Business Thinking	E	En
Getting things done to achieve results	E	En
Customer experience	E	En
Applying judgement and taking decisions	E	C

Signed: Job Holder

Date

Signed: Line Manager

Date

Appendix A

