

## **Business Development Manager**

### **BACKGROUND**

NSAR is a not for profit membership organisation within the rail sector having strong links to government, employers, training providers, colleges and universities. We work collaboratively with the transport industry and key stakeholders to provide advice practical support to help build effective skills strategies, facilitate a modern qualification framework and apprenticeship programme to increase skills and competencies.

### **ROLE:**

Working closely with the Head of Membership and Development (HMD) the postholder will be build a sustainable pipeline of opportunities as well as develop and maintain collaborative working relationships with NSAR clients and members.

### **KEY RESPONSIBILITIES:**

- Work with the HDM to implement a customer relationship management programme with member organisations and maintain accurate company CRM system ;
- Maximise members' awareness and usage of products and services;
- Develop and maintain strong relationships with members, ensuring we maximise member satisfaction and achieve high member retention rates;
- Develop new business through selling new membership packages, upselling to existing members, preparing and submitting sales proposals;
- Arrange and attend meetings with prospects, making presentations including demonstrations of company products;
- Support the development and delivery of member events ensuring strong industry participation;
- Engage with members at events, seminars and working group meetings
- Developing and updating quality procedures in collaboration with colleagues;
- Contribute to the development and improvement of the NSAR business.

### **KEY SKILLS AND KNOWLEDGE:**

- Excellent communication skills – written and oral; including public speaking;
- Excellent interpersonal skills - confident, articulate with a persuasive manner;
- Ability to network and establish relationships;
- Good negotiating skills;
- The ability to work in a team and under your own initiative;
- IT literate.

### **EXPERIENCE:**



- Previous experience of business development and account management, preferably with exposure to skills development preferably in the adult education sector;
- Demonstrable track record of achievement in a commercial, client-facing role.

***To apply for this position please submit your CV and covering letter to  
Laura Harris at [laura.harris@nsar.co.uk](mailto:laura.harris@nsar.co.uk)***