

NETbuilder Education | Business Development Manager

Job Title: Business Development Manager

Report to: NETbuilder Ltd Managing Director

Direct Reports: Digital Marketing Apprentice

Location: Bromsgrove, Worcestershire

Duration: Permanent

Salary and Benefits: C£TBD plus discretionary_bonus payments based on new sales revenue and end of year profits. Contributory Pension Scheme and 25 days annual leave.

NETbuilder Ltd (NBL) and NETbuilder Education (NBE):

NBL provide managed IT products and services to the Enterprise and SME markets and have been doing so for 20 years or more. NBL acquired County Infrastructure Services from Worcestershire County Council in 2013 as a wholly owned subsidiary known as CIS Ltd. CIS Ltd fully merged into NBL in January 2019 and retained the tradename NETbuilder Education or NBE.

NBE predominantly provide Education Technology products and services to the Education sector within Worcestershire and surrounding counties although we also service Local Government and small to medium sized businesses as well.

At NBE we have plans to grow the business into new markets and geographies and we see the Business Development Manager role as being at the forefront of our strategy.

Job Description

The role carries two distinct responsibilities:

1. Business Development - to nurture and grow sales revenues from existing and new customers within the Education and Business markets. The role encompasses all aspects of NBE's technical delivery including IT, AV, Data, Telco and Security.
2. Digital Marketing - to develop and implement a Digital Marketing strategy across the business which includes website development, SEO with Google Analytics, creation and management of marketing campaigns, events and materials.

Main Duties and Responsibilities:

- Managing School relationships with particular attention to:
 - Developing new business and revenue streams
 - Assisting the School SLTs with the development of an IT strategy linked to the curriculum
 - Acting as the single point of contact for all NEW school technical and project related issues in liaison with ***NBE Technical Services Co-ordinator***

NETbuilder Education | Business Development Manager

- Providing technical consultation and advice as and when required
- Overseeing NBE/School activities in multi-disciplinary installations and reporting to the NBE management team on business risks, issues and progress.
- Account Managing key school/business accounts
- Creating and managing a marketing plan including literature and collateral, to generate new business within Education and Small to Medium Enterprises markets
- Investigate Marketing opportunities via regional networking events
- Develop and implement a Digital Marketing strategy including NBL and NBE websites, SEO and Google Analytics.
- Create and manage email/direct marketing campaigns in line with business requirements
- To provide timely Management Reports to include sales, revenue forecasting opportunities and marketing activities to all new and existing customers.
- Line manage a Digital Marketing Apprentice

Key Skills and Experience

- Must have at least 5 years' experience within a technical infrastructure environment
- Must have a demonstrable track record of account management and generating new business revenues
- Must have experience of working within Local Education/Government and experience of developing technical/IT strategies with schools and businesses
- Experience of working with Senior Leadership and Director/MD levels
- Must have a good technical understanding of IT, Data, Voice and AV systems particularly within educational and SME environment
- Must have a demonstrable track record of developing and managing Digital Marketing strategies and technologies
- Must be commercially aware and possess good business acumen
- Must have excellent written and verbal communication skills
- Must be able to use Microsoft Excel, Word, Powerpoint etc to intermediate level in order to generate project reports and financial spreadsheets
- Must be fully conversant with Wordpress, SEO and Google Analytics with knowledge of Hubspot CRM and Adobe Creative Cloud.

Person Specification

- Self-motivated individual with the ability and desire to act on one's own initiative
- Well educated to degree/HNC level in a relevant discipline
- A completer-finisher who likes to see projects/tasks through to completion
- Comfortable with delivery to target based objectives
- Confident with the ability to build business relationships through rapport and trust
- A person who is proud of their work, has a positive attitude and acts as a good ambassador for the company
- Holds a clean and full UK driving licence



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This role is ideal for either an experienced BDM or a person who has sector/technical knowledge and experience but looking to change roles with new challenges.