

Job Description for Business Development Representative

Department: Commercial

Hours of work: 37.5 per week

Location: London/Home – Flexible working (minimum 2 days in office)

The Charity

Think back to your school days - to that one teacher who inspired you and helped you become the person you are today. Imagine if that teacher had been so stressed with work pressures, that they left the profession for good. This is a growing reality for those in education today – with 34% of teachers planning to leave in the next few years due to stress and workload.

At Education Support, we are there for everyone working in education. Established 140 years ago as a benevolent fund for teachers, we understand the pressures of working in education today. Through our free helpline, grants, counselling, guidance, professional and organisational development services, we work with hundreds of organisations and thousands of staff across the sector. The impact can be lifesaving and more teachers, lecturers and support staff turn to us for help each year.

"Education Support was a real lifeline. They understand the pressures that teachers are under, and their lives, and make it more human," John, a secondary school teacher.

We have ambitious plans for the future, as we grow to meet the needs of an ever-changing education sector. We are focused on our vision of everyone working in education feeling respected, supported, resilient and committed.

Now we are looking for a business development representative who is passionate about helping us find new customers, and as a result more teachers and education staff that we can support.

Join us and make a real difference

Who are you?

You are a highly driven individual with integrity, a great work ethic, and exceptional interpersonal skills. You are not afraid to initiate outreach, are naturally curious and inquisitive, and love getting to know people by combining empathy, humour, and authenticity.

Your strong communication skills help you quickly build rapport and progress relationships. You are dedicated, motivated, results driven and mission focused, and excited to join an organisation that will help you grow your career in sales.

You love to talk – and use your curious nature to quickly understand the needs and challenges faced by the prospects you are speaking to, and you get a buzz from translating this into a strong value proposition. The phone is your weapon of choice, and you are happy to spend regular time contacting targeted customers to identify potential sales opportunities.

Job Purpose

Our business development representations are the first line in our sales process, responsible for identifying, engaging with and generating interest from prospective decision makers in targeted organisations. They are an essential part of our lead generating engine, providing the fuel to fill our sales pipeline, and provide our Account Development Managers with warm qualified leads to manage through the remainder of our sales process.

Duties and responsibilities

- Boost sales and long-term business growth by building new sales pipeline through direct outreach (phone and email) based on our prospect database, your own research and in alignment with the annual sales plans developed with the Account Development Managers
- Qualify leads using specific guidelines and criteria in a CRM (Salesforce)
- Engage leads through follow-up communications
- Prioritise and organise the lead pipeline on a daily basis for maximum efficiency
- Make outgoing sales calls, seeking new school and multi-academy trust clients
- Ensure all sales activities are accurately recorded and tracked in Salesforce
- Take part and actively contribute in sales and territory team meetings

These duties must be carried out with due regard to Education Support's Equal Opportunities Policy, Health & Safety procedures and other relevant codes of practice.

Person specification

- 1-2+ years of experience generating and/or triaging leads
- Previous experience prospecting and working with an inside sales team
- A team player who is open to growth and professional/personal development
- The ability and confidence to cold call and engage in meaningful discussions
- Strong organisation, prioritisation, and time management skills
- Highly motivated and self-directed, with a strong record of success
- A calmly assertive, high energy approach to work with a target oriented approach
- Resilient, with a positive outlook and unwavering drive to succeed