



## Job Description: Client Relationship Officer (Business Development Manager Pathway)

Permanent

Full Time

Location: Sale

Reports to: Operations Manager

Salary: £15,000 (rising to £20,000 upon graduation)

Line management responsibilities: no

---

### Overview

Development from within is at the heart of TQUK's philosophy and our BDM progression pathway is the perfect opportunity for anybody who has experience within sales and would like to progress towards regional Business Development.

A Client Relationship Officer will typically spend their early career putting their sales skills and techniques to use from an office based position, developing their understanding of TQUK, its business functions, clients and the Ofqual regulated, awarding organisation landscape. Training and support will be provided via informal, bespoke training and the opportunity to achieve a full regulated qualification or apprenticeship up to Level 5.

Day to day, the Client Relationship Officer will be responsible for managing both potential and current centres, acting as a main point of contact as we look to establish a centre and positively influence their revenue.

Training Qualification UK. Dunham House, Cross Street, Sale, M33 7HH  
T: 03333 58 3344

W: [www.tquk.org](http://www.tquk.org)

E: [Katie.orr@tquk.org](mailto:Katie.orr@tquk.org)

Upon graduation to a Business Development Manager position, the individual will be maintaining many of their previous responsibilities, but with a greater emphasis on face to face sales, evolving from a typically "soft-sell" approach towards a face-to-face approach.

Business Development Managers will be at the forefront of our driving success and expansion within the UK and will act as ambassadors for our products, services and culture while negotiating.

It is essential that both Client Relationship Officers and Business Development Managers possess excellent customer service, organisational and communication skills and most importantly, will have a friendly and positive attitude and personality.

---

## Key responsibilities

### CRO

- Responding to queries, complaints and requests from centres via email and telephone.
- Maintaining proactive, regular contact with centres to promote relationships and:
  - Provide leadership and training relating to our products to maximise opportunities for up-selling and cross-selling for existing and prospective centres.
  - Encourage maintained and increasing levels of revenue from centres.
- Self-generating potential centres by lead generation and relationship management.
- Communicating with other departments to meet centres' needs and requirements.
- Maintaining records of all contact with centres using CRM system.
- Work to maintain and improve regulatory compliance in all areas of responsibility.

### BDM

- Making targeted outbound calls and managing own strategic planning for project based call campaigns.
- Managing centres throughout sales and centre recognition processes in conjunction with the TQUK Quality team, with a range of methods
  - Phone and Email

- Face-to-face meetings
- Web based software.
  
- Researching leads and identify opportunities within key sectors.
- Attending conferences nationwide to promote brand awareness.
- Providing intelligence reports for the Senior Management Team.
- Maintaining records of all contact with centres using CRM system.

---

### Other responsibilities

- Establishing and maintaining excellent product knowledge with an overview and understanding of the wider education sector.
- Regularly checking centre websites and providing advice and support on compliance around marketing of qualifications.
- Developing and maintaining an understanding of TQUK internal processes and of the wider educational landscape.
- Maintaining in depth knowledge of TQUK products and services.
- Working to improve and streamline processes and integrate the outcomes of your own work.

---

### Key requirements and characteristics

- A full, clean driving licence. Applicants will be expected to travel, sometimes with overnight stays, upon graduation to the Business Development Manager role.
- Have sales experience and an understanding of sales techniques, sales cycles and negotiation skills.
- Be 100% confident in a face-face sales environment and be able to use their positive and friendly attitude to influence potential centres and revenue overall.
- Be pro-active in using initiative to solve problems and create sales opportunities. The regulated AO market is often based upon consistency. Applicants will need to be creative and strategic with their use of USPs.
- Have excellent verbal and written communication skills.

- Be organised and able to prioritise your workload.
- Be driven to meet deadlines to promote customer service.
- Be dedicated to providing world class customer service.
- Be prepared to work in a regulated environment with a constant eye to maintaining and improving regulatory compliance.
- Be comfortable working to set standard operating procedures.
- Be comfortable in working towards weekly, monthly, and annual targets.
- Be comfortable in working with minimal supervision.

---

## Other characteristics

Here are just a few of the essential softer skills you will need to successfully join our team:

- Be bright, motivated and enthusiastic.
- Be able to have fun!
- Work well with others .
- Be able to keep an eye on the bigger picture and appreciate where your role fits into the business.