

BUCKSMORE BUSINESS DEVELOPMENT COORDINATOR JOB DESCRIPTION

LOCATION	Remote or Hybrid/London Victoria, initially 1/2-days per week
JOB PURPOSE	<p>The Bucksmore Business Development Coordinator has the following responsibilities:</p> <ul style="list-style-type: none"> Management of all direct enquiries and bookings for the Bucksmore summer programmes as part of the Bucksmore Admissions team. This involves managing all direct leads and enquiries, from initial contact through to confirmation and execution of the booking. Supporting the Marketing Manager by contributing to the development of direct sales marketing strategy and campaigns to grow this route to market. Supporting the Closed group manager during the quotation and booking phase to rapidly to realize this growing market. <p>The role of the Business Development Coordinator spans marketing, market research and sales, positioning Bucksmore Education as the preferred academic provider in the industry and directly to parents/students. The Business Development Coordinator will foster positive relationships with our Bucksmore Alumni, Bucksmore returners, direct lead generators and those new to Bucksmore to meet and drive targets for Bucksmore Summer programmes. International travel may be required on an ad hoc basis to support business development for our programmes.</p> <p>In addition, the Business Development Coordinator will be required to work closely with and support both the Head of Marketing & Admissions and Marketing Manager to contribute to and execute the Direct Sales strategy, alongside the subsequent marketing campaigns and initiatives.</p> <p>Year-round closed groups are a growing business opportunity for Bucksmore Education, and the Business Development Coordinator will administratively support the Closed Group Manager during the quotation and booking phase in order to realize this potential.</p>
REPORTING TO	Bucksmore Head of Marketing & Admissions
DIRECT REPORTS	n/a
OTHER KEY RELATIONSHIPS	Bucksmore Head of Operations / Marketing Manager / Closed Group Manager

KEY RESULT AREA	MEASUREMENT OF PERFORMANCE
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Engagement and Interaction	
<ul style="list-style-type: none"> ▪ Respond to all agent and student direct enquiries for Bucksmore summer courses ▪ Manage pipelines and convert enquiries to confirmed bookings across CRM and booking platforms ▪ Ensure all key student data is collected in advance of courses, including health and personal information. Follow up with feedback and post-departure administrative duties for all bookings ▪ Ensure all fees are paid in a timely manner and collected before students start programmes ▪ Perform administrative duties throughout year as required for Bucksmore Summer programmes and Closed Group programmes. ▪ Develop a network and work with lead generators to take a proactive approach to direct sales and the promotion of Bucksmore programmes ▪ Build key relationships with schools and parents across the world ▪ Assist the Director and Head of Marketing & Business Development as needed with other areas of the business when required in less busy periods 	<ul style="list-style-type: none"> ▪ One working day response time to all emails ▪ Conversion and booking statistics
Growing direct sales	
<ul style="list-style-type: none"> ▪ Working with the Marketing to identify supply and demand for the Bucksmore summer function ▪ To administrate the 'learner lifecycle' across the Business Development service, which spans from initial interest, purchase, and pre-arrival, to arrival, delivery of learning experience, departure, and post-course follow-up ▪ Supporting the growth and development of Bucksmore Education's Summer courses, contributing ideas to direct growth strategies ▪ Supporting the Marketing Manager in delivering direct sales campaigns and opportunities. ▪ Developing, maintaining and growing the direct sales channel. 	<ul style="list-style-type: none"> ▪ Direct sales delivery meets the demand at present ▪ High levels of customer satisfaction ▪ Increased % direct sales demand and delivery
Supporting the Closed Group business function	
<ul style="list-style-type: none"> ▪ Administrative support centred around the production and delivery of closed group quotations, and outreach to potential venues. ▪ Experience of working on Microsoft Excel ▪ Clarity in communication when checking venue availability 	<ul style="list-style-type: none"> ▪ Accurate data input
Functional Expertise	
<ul style="list-style-type: none"> ▪ Experience of using CRM & online booking systems (ideally Intrinsic/Salesforce) ▪ Experience of working in a customer-facing administrative and / or sales role 	<ul style="list-style-type: none"> ▪ Accurate updating of all records ▪ Efficient monitoring of, and engagement with enquiries and bookings

<ul style="list-style-type: none"> ▪ Adept at using software such as the Microsoft suite ▪ Some experience in a marketing or business development function. 	
Operational Expertise	
<ul style="list-style-type: none"> ▪ Ideally, some experience of working in an admissions/ summer school / academic short-course environment 	
Professional and Personal Development	
<ul style="list-style-type: none"> ▪ Continual development through the identification and implementation of your own Personal Development Plan 	
PERSONAL SPECIFICATIONS – Skills, Knowledge and Experience	
<ul style="list-style-type: none"> ▪ High levels of personal integrity ▪ Conscientious and able to focus on completing work to a consistently high standard ▪ Flexible and positive approach to work ▪ Excellent organisational and time-management skills; high attention to detail ▪ Friendly and efficient even when under pressure ▪ Ability to work to tight deadlines and able to prompt others to ensure deadlines are achieved ▪ Adaptable to working in a fast paced, ever-changing environment ▪ Ability to work under pressure and remain calm ▪ Proactive and willingness to take on multiple tasks ▪ Self-motivated and enthusiastic ▪ Ability to work independently ▪ Must be a team player, willing to help and be flexible ▪ Continually strive for improvement ▪ Excellent IT skills 	
Personal Attributes	
<ul style="list-style-type: none"> ▪ High levels of personal integrity ▪ Conscientious and able to focus on completing work to a consistently high standard ▪ Flexible and positive approach to work ▪ Excellent organisational and time-management skills; high attention to detail ▪ Ability to work to tight deadlines and able to prompt others to ensure deadlines are achieved ▪ Adaptable to working in a fast paced, ever-changing environment ▪ Ability to work under pressure and remain calm ▪ Proactive and willingness to take on multiple tasks ▪ Self-motivated and enthusiastic ▪ Ability to work independently 	

- Must be a team player, willing to help and be flexible
- Continually strive for improvement

Other

- Will be subject to an Enhanced Criminal Records Bureau Disclosure or equivalent for countries lived in outside of the UK.
- Compliance with visa requirements for working in London, UK.
- A commitment to safeguarding and promoting the welfare of all pupils. And the willingness to undertake appropriate child protection training when required

PHILOSOPHY AND VALUES

We are ambitious for our students, our people and our family of schools. We believe that:

- There is no limit to what every person can achieve.
- Creativity and challenge help us get better every day.
- Learning should be personalised.
- Unique global opportunities enhance the learning experience.

The NAE Commitment

At Nord Anglia Education, we work every day to inspire our schools, our students and our employees to be the best they can be, and we are ambitious for them all to achieve more than they thought possible in their personal, social and academic endeavours. Within our family of schools, this aspiration is underpinned by a commitment to always act with **respect, integrity, openness, courage and ambition**. These qualities are the foundation of how we approach our work and roles within NAE and are shared by everyone in our global family.

Promotes and embodies *The CORE 7 Leadership Capabilities:*

- **Accountable** – Establishes a high performing culture and accepts accountability for organisational performance.
- **Strategic** – Leads opportunity and is committed to continuous improvement aligned with the organisational vision and direction
- **Collaborative** – Works collaboratively with others to achieve organisational outcomes
- **Entrepreneurial** – Creates organisational value for diverse stakeholders and achieves commercial success
- **Enabling** – Drives excellence through valuing and developing others
- **Agile** – Achieves personal and organisational success within a changing, dynamic and complex environment
- **Resilient** – Demonstrates personal resilience within a demanding environment of high expectations

- Role-model the ‘Be Ambitious’ philosophy each day
- Feedback as a valued member of the team and the wider organisation