

JOB DESCRIPTION

ACADEMY OF CONTINUING EDUCATION

Job title: Sales and Business Development Manager

Grade: 6

Responsible to: Senior Head, Academy of Continuing Education

Responsible for: N/A

Date: August 2026

Job purpose: To develop and deliver the business-to-business sales and business-development plan for Falmouth University's short-course portfolio, generating income through relationships with employers, commissioners, partners and other prospective clients.

The postholder will manage the sales journey from prospecting and initial engagement through needs analysis, opportunity qualification, proposal development, negotiation, conversion and handover into delivery. The role will qualify and allocate appropriate leads to colleagues for follow-up while retaining oversight of the sales pipeline, agreed actions and conversion activity.

The role will also provide customer and market intelligence to inform portfolio development, ensuring that Falmouth's short-course offer responds to evidenced demand and commercial opportunities.

Main duties and responsibilities

1. Develop and deliver an annual business-to-business sales plan for the short course portfolio, aligned with University priorities and agreed income, sales and conversion targets.
2. Proactively identify, research, approach and qualify prospective clients, including employers, commissioners, sector bodies, business networks and strategic partners, prioritising relationships with realistic potential to generate new or repeat sales.
3. Take responsibility for delivering agreed business-to-business sales, income and conversion targets, maintaining sufficient qualified pipeline activity to support current and future revenue objectives.
4. Use customer, sector, competitor and sales-pipeline intelligence to identify priority markets, accounts and opportunities, directing sales activity towards those with the

strongest commercial potential and strategic fit. Share insights through relevant internal networks and committees.

5. Undertake structured discovery and needs analysis with prospective clients, translating requirements into a clear brief for the University and identifying where existing, combined or bespoke provision could provide an appropriate solution.
6. Ensure that no commitment is made to a client before academic suitability, delivery capacity, costs, pricing and the required internal approvals have been confirmed.
7. Manage business-to-business opportunities through the full sales journey, including initial engagement, qualification, solution development, proposals, quotations, presentations, negotiation, agreement and handover into delivery.
8. Work with Finance, Legal, Procurement and other relevant colleagues to secure the necessary approvals and documentation, negotiating only within agreed pricing, contractual and delegated-authority parameters.
9. Maintain complete and accurate customer and opportunity records within the University's customer relationship management system, including opportunity value, stage, probability, next action, expected close date and outcome.
10. Produce regular sales forecasts and pipeline reports, identify stalled opportunities or conversion barriers and take action to improve progress and forecast accuracy.
11. Provide evidenced customer and market insight to University portfolio planning and individual business cases, including information on employer demand, purchasing behaviour, competitor activity, pricing expectations, delivery preferences and emerging skills needs.
12. Contribute commercial evidence and recommendations while recognising that decisions on portfolio priorities, course approval, pricing and delivery remain subject to University governance.
13. Manage any delegated sales and business-development budget, prioritising expenditure according to likely commercial return and ensuring that activity remains within agreed financial and procurement requirements.
14. Maintain oversight of progress through the sales pipeline, support colleagues with customer conversations and conversion activity, and intervene where opportunities have stalled or require specialist sales input. Retain responsibility for pipeline visibility and coordination even where individual follow-up is undertaken by another member of staff
15. Coordinate with academic colleagues and relevant professional services teams to develop credible responses to client requirements, ensuring that proposed solutions reflect available expertise, delivery capacity, quality requirements, costs and timescales.
16. Work with the Senior Marketing Officer and wider Marketing and External Relations team to identify priority business audiences and develop the campaigns, content, case studies, product information and sales collateral required to generate and convert business-to-business opportunities.
17. Represent Falmouth University at relevant business networks, employer events, sector forums and client meetings, using these activities to generate leads, develop relationships and identify commercial opportunities. Lead and coordinate external networks developing communities of external engagement.

18. Continually review and improve sales, lead-management and customer relationship management processes, reducing avoidable delays and ensuring that effort is focused on qualified opportunities with realistic commercial potential.
19. Operate within agreed pricing, discounting, contractual, procurement, data-protection and financial controls, seeking approval where a proposed arrangement falls outside delegated parameters.

General duties and responsibilities

1. To perform to high professional standards.
2. To independently manage any errors or concerns at the earliest opportunity and escalate if necessary
3. To be responsible for your team and your own continuing self-development.
4. To undertake other duties not specifically stated above, which from time to time are necessary for the effective performance of the University's business without altering the nature or level of responsibility involved.
5. To use initiative to determine priorities, work with autonomy, and work effectively with senior colleagues.
6. To work within and actively support the equality and diversity policies and practices of Falmouth University.
7. To participate in the University's Annual Performance Development Review Process.

Health and safety at Falmouth University

The University takes health and safety matters very seriously. All staff have a responsibility to take reasonable care for the health and safety of themselves and others who may be affected by their actions and omissions. They also have a duty to comply with the University arrangements for health and safety. Staff with responsibility for others must ensure the proper enactment of University policy within their areas in line with levels of responsibility set out in the University's Health and Safety Policy.

Health & safety requirements

- In relation to health and safety you must comply with all relevant legal requirements. You are specifically responsible for ensuring that:
- You comply with safe systems of work in operation within your work area.
- You work co-operatively with other staff who have responsibility for health and safety requirements.
- You report any health and safety concerns to your manager or other responsible member of staff as soon as these are identified.
- You attend training as appropriate to your role (see the relevant health and safety training grid for requirements).

PERSON SPECIFICATION

Job title: Sales and Business Development Manager

Attributes	Essential requirements	Desirable requirements
Education and qualifications	Educated to degree level, or equivalent qualification or work-based experience	Evidence of continuing professional development
Experience and knowledge	Substantial and recent experience of business-to-business sales or business development, with a record of meeting or exceeding income, sales or conversion targets. Experience of managing a complete sales cycle from prospecting and qualification through needs analysis, proposal development, negotiation and close. Experience of developing and managing a qualified sales pipeline and producing reliable sales forecasts. Strong working knowledge of CRM and associated processes Strong commercial awareness, including an understanding of pricing, costs, value propositions and the factors that affect purchasing decisions. Experience of setting up and maintaining partnerships to grow sales. Experience of managing projects and/or events Experience of managing budgets Digital literacy	Experience of selling education, professional development, training, consultancy or another knowledge-based service. Experience of working with employers, public-sector commissioners, membership bodies or sector networks. Experience of identifying or supporting tenders, frameworks and commissioned-service opportunities. Experience of using HubSpot, Salesforce or a comparable customer relationship management platform. Knowledge of the higher education, continuing education or workforce-skills environment. Understanding of data protection, procurement and contractual requirements relevant to business-to-business sales.

Skills and personal requirements	Excellent problem-solving skills	
	Strong sales, negotiation, influencing and objection-handling skills. Excellent written and verbal communication skills, with the ability to present credible and persuasive propositions to senior business and institutional decision-makers. Strong commercial judgement and the ability to assess the likely value, feasibility and priority of different opportunities. Strong analytical skills, including the ability to interpret sales, pipeline and customer data and turn it into clear actions and forecasts. Excellent planning and organisational skills, with the ability to manage a portfolio of accounts and opportunities at different stages of the sales journey. Ability to take ownership of opportunities and maintain momentum through a potentially complex or lengthy decision-making process. Ability to coordinate and motivate colleagues involved in lead follow-up and conversion without relying on direct line-management authority. Strong networking and relationship-management skills, with the confidence to initiate contact and build productive relationships with new clients. A resilient, proactive and solutions-focused approach, including the ability to respond constructively to rejection, delay and changing customer requirements.	

	High levels of accuracy and attention to detail when maintaining customer records, preparing proposals and communicating prices or contractual information. Ability to work independently within agreed authority while recognising when financial, contractual, delivery or reputational issues require escalation.	
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