

Role Title	Strategic Client Development Manager
No. of direct reports	0
Full / Part Time	Full Time
Grade	E2
Location	Dubai
Created/Updated on	June 2023

Helping people, organisations and economies develop their skills for growth

For over 140 years we have worked with people, organisations and economies to help them identify and develop the skills they need to thrive. We understand the life changing link between skills development, social mobility, prosperity and success.

We partner with our customers to deliver work-based learning programmes that build competency, to support better prospects for people, organisations and wider society. We create flexible learning pathways that support lifelong employability, because we believe that people deserve the opportunity to (re)train and (re)learn again and again – gaining new skills at every stage of life, regardless of where they start.

We're a Royal Chartered Institute and a registered charity, everything we do is charitable. We invest our surplus into expanding and enhancing our solutions across all of our brands, to meet the changing needs of organisations and industries. And through our City & Guilds Foundation we amplify our purpose by focusing on high impact social investment, recognition and advocacy programmes which remove barriers to getting a job, celebrate best practice on the job and advocate for jobs for the future.

The City & Guilds community of brands includes Gen2, ILM, Intertrain, Kineo and The Oxford Group

Our values

Our values **Inspire, Improve, Achieve** and **Trust** are core to everything we do, and makes us who we are. They underpin the way we work, from how we treat our people right through to how we design our products. Living these values in everything you do at City & Guilds will not only make this a great place to work, but ensure you thrive and are successful in your role.

Job Summary

In this customer facing role you will be working at the most senior level, achieving revenue targets from directly engaging with multiple senior customers and stakeholders across large global employers, Governments, Training Providers and a variety of skills agencies. Based and working in Dubai you will develop commercial revenue generating opportunities in targeted markets, identifying and creating customer solutions, account managing to achieve business and managing implementation plans. Working closely with the Country Manager and sales colleagues across International, you will deputise for the Country Manager as required.

What you'll be doing

- Working at a strategic senior level, you will have the gravitas, influence and networking skills to use consultative sales techniques to engage multiple stakeholders including senior Government officials and representatives to build a portfolio of key stakeholders
- Using your deep knowledge of the skills system in the Middle East develop effective sales strategies to target new business generation
- You will analyse key markets to support decisions on your commercial approach and identifying possible collaboration partners to accelerate growth in targeted markets
- Drive and deliver strategies across the customer base and work in collaboration with Country and account managers to grow the business with the full range of City & Guilds solutions
- Work in close partnership with teams across the wider business to identify and grow existing ambitious customers
- Proactively channel customer insight directly into the business to inform and shape future customer solutions and services and partnerships.
- Attend networking events in targeted markets to maintain knowledge and create new opportunities.
- Update CRM and produce weekly and monthly sales reports with customer insights and trends in performance against revenue plans
- Use project management skills to support customer projects and deliverables

How success will be measured

- Revenue targets achieved with accurate monthly / quarterly / annual revenue forecasting
- New business wins impacting in year revenue targets and strong pipeline for next 12 months
- Government, Industry & customer feedback, proactive social media presence

What we're looking for

We can't live without...

- Deep knowledge of the skills system in the Middle East develop
- Proven experience of identifying and winning large Employer or Government/Ministry level contracts in the Middle East with a wide range of existing networking stakeholders
- Demonstrable knowledge/experience of developing, initiating and implementing strategies and plans to target and win new business opportunities
- Proven experience of building a healthy contact strategy
- Experience or an appreciation of educational operations and quality assurance processes.
- Experience in project management / demonstrable project management skills
- Ability to work in a challenging and fast paced environment
- Highly motivated individual

- Ability to combine strategic thinking with customer understanding
- Highly developed communication skills, and confidence to present, negotiate and influence a wide range of audiences specifically at senior level
- Ability to demonstrate a strong social networking presence
- Business development & account management skills
- Internal and external stakeholder management skills
- Demonstrable gravitas with the ability to build and maintain customer relationships
- Written proposal and presenting skill set
- Financial acumen and income forecasting skill sets
- Experience of contract management negotiation and ability to liaise with central shared services including legal, procurement and Finance teams.
- Effective management of customer information, CRM reporting and achieving personal and team deadlines

Also Required...

- Willing to travel extensively around across the Middle East as required

We would love you to have...

- Previous bid writing success with Ministry/Government contracts in the Middle East
- Previous leadership experience in the education sector in the Middle East
- Experience as a senior educational consultant
- A passion for maintaining your own personal development

The way we prefer to work

Behave as one inclusive team

Contribute to a feeling of being one inclusive team. This means:

- Treating everyone with equity and fairness
- Being curious about other people and teams
- Understanding how the organisation operates and your role in it
- Being honest and respectful in communications
- Creating a feeling of belonging
- Driving inclusivity and diversity locally
- Paying attention to your and others' wellbeing

Collaborate

Collaborate with colleagues and externally with customers and partners to deliver great work. This means:

- Treating everything as an opportunity for a win-win
- Seeking input from others and using it
- Expressing yourself clearly and consistently
- Engaging people so that they get on board
- Trusting and supporting people

Focus on the customer

Make sure that the needs and hopes of external and internal customers drive what we do. This means:

- Being great at listening and understanding
- Making things easy
- Being responsive and proactive to what customers want
- Making sure that things are high quality and always improving.

Do what you say you are going to do

Being consistent in delivering on promises. This means:

- Starting with a positive intent
- Setting clear expectations
- Taking personal ownership to deliver on your own commitments and supporting others to do the same
- Holding yourself and others to account for delivery against those expectations
- Being conscientious and driven

Proactively find and take new opportunities

Taking the initiative in every situation. This means:

- Continuously looking for opportunities to improve the organisation, yourself, and your areas of responsibility
- Always stepping up to get involved
- Being brave and bringing challenge to colleagues in order to make things better for our customers

Welcome feedback and continuously learn

Continuously develop your skills and how you work. This means:

- Treating every day as an opportunity to learn
- Being open to new perspectives, experiences, and feedback, recognising it helps you develop
- Giving feedback openly and honestly
- Being aware that your own ideas may not be perfect, and your perceptions can change
- Be open about mistakes and use them to learn
- be comfortable with ambiguity and not knowing everything