# Skills Bootcamp Sales Exec

*Business Development Role - Full Time / Hybrid*

## Introduction

We create opportunities for people of all backgrounds to forge a successful career in tech, and provide businesses with the training, insight and support they need to  progress employees from apprentices to senior positions.

### Industry Led, Community Driven

At The Coders Guild, we bridge the gap between talent and opportunity. We offer tech apprenticeships and digital skills training designed to equip both newcomers and career changers for success. Our industry-led approach ensures that your workforce is well-prepared and up-to-date with the latest tech advancements. Being 'Community-Driven' is about more than just providing excellent training. It means that we strive to deliver tangible value back to the communities we're a part of—whether those communities are defined by location, demographic, or technical speciality.

## The Role

**Salary:  £28,000** with a performance-based bonus scheme.

TCG is seeking a dynamic Skills Bootcamp Sales Specialist with a knack for lead generation and client engagement. This role demands a robust understanding of government funded training, coupled with exceptional communication skills to foster strong relationships. Ideal for a self-motivated individual passionate about education and workforce development, with an affinity for digital marketing tools and a belief in the power of skills bootcamp and apprenticeship programs.

### About You

With a solid background in business development, sales, or similar roles, our ideal candidate shines in lead generation and engaging with clients. They possess a deep understanding of government funded training and are equipped with excellent communication and interpersonal abilities, enabling them to establish meaningful connections with potential clients and partners. Motivated and results-driven, this individual has a strong interest in the fields of education, training, and workforce development. A familiarity with digital tools and platforms is highly regarded, as is a passion for advocating apprenticeship and training programs, which they believe in for the value they offer both to businesses and individuals.

# About the Role

As a Skills Bootcamp Sales Executive, you'll play a pivotal role in our mission to expand Skills Bootcamp and government funded training opportunities across the country. Focused on outreach to businesses and organisations, your goal will be to engage potential clients interested in upskilling or hiring in new staff using Skills Bootcamp funding.

## Key Responsibilities:

- **Lead Generation & Follow-Up:** Utilise various platforms, services and internal tools to generate leads. You will be responsible for following up on these leads, aiming to convert interest into concrete apprenticeship opportunities.

- **Outreach:** Strategically leverage available data sources to develop targeted email campaigns and call lists aimed at engaging employers and promoting the value of our training courses and funded Skills Bootcamps.

- **Appointment Setting & Networking:** Schedule and conduct meetings with potential clients across England to discuss Skills Bootcamp opportunities, leveraging both external services and your personal network to generate leads.

- **Collaboration with Marketing:** Work closely with our content and marketing teams to align outreach efforts with our broader marketing strategy, ensuring a cohesive approach to lead generation.

- **Client Engagement:** Use our strong customer value proposition to articulate the benefits of using Skills Bootcamp funding for training, guiding potential clients through the process and benefits of our programs.

- **Sales and Onboarding:** Supporting clients through relevant start paperwork and contracts.

- **Monitoring & Reporting:** Keep track of all leads, engagements, and progress towards sign-ups and course outcomes, capturing claim evidence for each milestone achievement. Report on KPIs and targets to measure success and identify areas for improvement.

## Support & Resources:

- You will work directly with our Sales Manager and Learner Progression Manager for support on strategic engagements, as well as content support from our dedicated marketing team.

- Leverage our detailed marketing plan, including digital ads and content marketing across multiple channels, to enhance lead generation efforts.

- Administrative and data analysis support from the Data and Compliance Officer; employer outreach and comms support from the Learner Progression Manager

- Contacts database and email marketing platforms

- Business Growth Plan and business development strategy with comprehensive customer value propositions

- Opportunity to grow and develop the employer engagement team from the ground up

## Application Process

1. Apply on the website directly. Applications are anonymised and blind scored.
2. Chemistry call. This is a short 20-30 minute call to discuss your background and interest in the role. It's also a chance to learn more about the Coders Guild and the role.
3. Panel interview. We'll send a selection of interview questions 3 days before the interview to help you prepare.

Should you require adjustments or flexible arrangements during the application process, please let us know in the notes section of your application and be reassured that this will not affect your application.

## Benefits

- 25 days annual leave (pro rata)
- Flexible working options as standard: flexi-hours, working from home
- Birthday off each year (paid)
- Duvet days - up to 2 per year (pro rata)
- Option to buy additional annual leave - up to 5 days pro rata (agreed in advance by Line Manager)
- Professional Development support - additional qualifications, training, event attendance (agreed by Line Manager)
- Annual Company Away Day and Summer party

We are based in Leeds but are also open to someone working fully remote. Occasional trips to our Leeds office and to employer premises will likely be required. There may be occasional evening and weekend work.

# Our Culture and Code of Conduct

Work-Life Balance and Well-being: We recognise that a healthy work-life balance and well-being are essential for both personal and professional growth. We actively promote and support work-life balance among our staff, associates, and students. Our flexible learning and working arrangements, along with well-being programs and resources, ensure that everyone can thrive in their roles without compromising their personal lives.

1.  **Integration of Well-being into Our Culture:** Well-being is not just a checkbox; it's embedded in our organisational culture. We encourage self-care, stress management, and mental health awareness. We provide resources and support for our staff and associates to maintain a balanced and fulfilling life, both inside and outside of work.
2.  **Holistic Approach to Education:** Our training programs go beyond technical skills. We emphasise the importance of a holistic education that includes personal development, resilience, and self-care. We believe that nurturing well-rounded individuals contributes to a healthier and more productive tech workforce.
3.  **Supportive Community:** Our community is not just about education; it's a support network. We facilitate connections and relationships among students, staff, and associates, creating a sense of belonging and support. This community ensures that no one feels isolated or overwhelmed, promoting overall well-being.

By incorporating these principles into our approach, we're not only preparing individuals for successful tech careers but also fostering a culture of balance, well-being, and integration. At The Coders Guild, we understand that happy and healthy individuals are more productive, innovative, and better equipped to contribute positively to the tech industry.