BUSINESS DEVELOPMENT MANAGER

Applications close Dec 4th 2026

SKERN SKILLS

Join our team

Job title	Business Development Manager
Salary	**£35-39k pa,** plus uncapped performance-related bonus scheme. Car allowance. Perk scheme. Pension 25 days Holiday pa
Line Manager	Head of Business Development
Location	Preferably SW based
Hours	40hrs per week. Remote
Duration	Permanent

About Skern

At Skern, we're passionate about helping people grow. Through Skern Adventure and Skern Skills, we deliver outdoor education, apprenticeships, professional training and workforce development that create positive change through lasting learning. For over 50 years, we've been helping people build confidence, develop skills and shape brighter futures by creating meaningful learning experiences that make a lasting difference.

SKERN SKILLS

Why join Skern Skills?

- **Make a difference** – Be part of an organisation committed to creating positive life change through learning.
- **Invest in your future** – Access a wide range of CPD opportunities tailored to support your professional growth.
- **Generous annual leave** – Enjoy a competitive holiday allowance, with the option to purchase additional unpaid leave.
- **Long service rewards** – Receive extra annual leave after two years' continuous service.
- **Health & wellbeing support** – Access online GP appointments, prescriptions and physiotherapy for you and your dependants.
- **Adventure for less** – Enjoy 50% off stays at our residential centres for you and your family.
- **Employee Assistance Programme** – Free, confidential counselling and wellbeing support whenever you need it.

Role overview

The Business Development Manager will drive employer engagement and revenue growth by identifying, developing and securing new business opportunities for Skern Skills' apprenticeships and skills programmes.

The post-holder will proactively build relationships with employers, understand workforce development needs, and develop tailored training solutions that deliver measurable business impact. They will be responsible for the full sales cycle, from lead generation through to contract agreement and ongoing account development.

Our ideal candidate will be someone who understands that selling training and apprenticeships is not about products but about solving workforce challenges and delivering measurable business outcomes.

The standout candidate will already have experience selling apprenticeships, development programmes or learning solutions and possess a strong regional employer network across the South West. They will understand Apprenticeship Growth & Skills Levy funding and be able to have credible conversations with business leaders about succession planning, leadership capability and workforce development strategy.

In short, we're looking for someone who can become the trusted face of Skern Skills in the employer community, driving growth while helping organisations build and develop their workforces.

Key responsibilities

Business Development

- Identify, develop and secure new business opportunities across target sectors.
- Generate and manage a pipeline of employer prospects through networking, referrals, events, partnerships and direct outreach.
- Conduct consultative sales meetings to understand organisational challenges and workforce development objectives.
- Prepare and deliver compelling proposals, presentations and employer engagement activities.
- Negotiate commercial agreements and secure new contracts.
- Plan for growth across your own business and continuously look for new opportunities to support this plan.

Employer Engagement & Account Management

- Build strong, long-term relationships with employers and key decision-makers.
- Act as a trusted advisor on apprenticeship funding, levy utilisation and leadership development pathways.
- Support employers in identifying suitable learners and workforce development opportunities.
- Conduct regular account reviews to identify opportunities for growth and improved service delivery.
- Ensure an excellent employer experience throughout the customer journey.

Partnerships & Networking

- Develop strategic partnerships with businesses, industry bodies, membership organisations and referral partners.
- Represent Skern Skills at networking events, exhibitions and industry forums.
- Raise the profile of Skern Skills within target markets.
- Build relationships with local enterprise networks, chambers of commerce and employer groups.

Pipeline Management & Reporting

- Maintain accurate and current records within the CRM system.
- Track sales activity, conversion rates and revenue performance against agreed targets.

- Produce regular reports and forecasts for senior leadership.
- Ensure compliance with apprenticeship funding and regulatory requirements where applicable.

Knowledge, skills & experience

Knowledge

- Strong understanding of apprenticeships, workforce development programmes and vocational learning solutions.
- Good knowledge of Apprenticeship Growth & Skills Levy funding, employer incentive schemes and apprenticeship compliance requirements.
- Understanding of the South West employer landscape, key industry sectors and regional workforce challenges.
- Knowledge of consultative sales methodologies and account management best practice.
- Awareness of Government skills policy, funding reforms and employer workforce development initiatives.
- Knowledge of CRM systems and sales pipeline management processes.

Skills

- Business development expertise with a track record of securing and growing employer partnerships.
- Consultative selling skills focused on solving workforce and talent development challenges.
- Strong communication, networking and stakeholder engagement skills.
- Commercially astute with effective negotiation and account management capability.
- Ability to manage pipelines, CRM systems and performance targets effectively.
- Highly organised, proactive and able to work independently to deliver results.

Behaviours

- Results-driven with a strong commercial mindset.
- Employer-focused and committed to delivering measurable impact.
- Proactive, resilient and opportunity-focused.
- Credible, professional and trusted by stakeholders.
- Collaborative, adaptable and accountable.
- Passionate about apprenticeships, skills and workforce development.

Essential Experience

- Minimum 3 years' experience in a business development, employer engagement or consultative sales role.
- Proven track record of achieving revenue and growth targets.
- Experience of selling apprenticeships, training programmes, learning solutions or related services.
- Experience of building and managing employer relationships and strategic partnerships.
- Full UK driving licence and willingness to travel across the South West region.

Desirable Experience

- Existing employer network across the South West.
- Experience working within the apprenticeship, further education or skills sector.
- Understanding of apprenticeship funding rules and levy-funded workforce development.
- Experience engaging with senior leaders, HR professionals and learning & development teams.

Our mission

Our mission is to create meaningful experiences that build confidence, develop skills, and shape futures. Through experiential and applied learning, we help people discover what they are capable of and empower them to carry that learning into education, work, and life. Everything we design is created to have lasting impact: confidence that continues to grow, skills that open opportunities, and experiences that inspire people to achieve more than they thought possible.

Our values

We are connected

We work together as one team across Skern and the wider group, sharing successes, challenges and experiences. Strong relationships, open communication and a shared sense of purpose help us deliver consistency for our customers, both internal and external.

We care

People come first. We care deeply about our customers, colleagues and community, creating experiences where people feel supported, respected and encouraged to grow. Whether we are helping a customer, supporting a teammate or simply being fully present in our communication, care is at the heart of what we do.

We make learning memorable

We believe learning works best when it is lived, not just taught. Through outdoor learning and further education experiences, we help people build confidence, resilience and understanding that lasts long after they leave us.

We grow together

We embrace a growth mindset — learning, evolving and improving together. We create environments where people feel safe to try, reflect and develop, recognising that growth comes through curiosity, challenge and support.

How to apply

Please send your application to **claire.harding@skernskills.co.uk**

Our culture is built on sustaining a safe working, living and visiting environment, where safeguarding underpins everything we do, the way we manage our teams and engage with our guests. This comes from creating a foundation of checks and measures we undertake to ensure we attract, recruit and employ the right people, committed to our overall aims.