

## JOB DESCRIPTION

1. JOB DETAILS:	
<b>Position Title:</b>	<b>Business Development Officer - Continuing and Executive Education Centre (CEEC)</b>
<b>Reports to:</b>	<b>Head of Continuing and Executive Education (CEEC)</b>
<b>Department</b>	<b>Continuing and Executive Education Centre</b>
<b>Location:</b>	<b>Abu Dhabi, UAE</b>
<b>Grade:</b>	<b>Grade 6</b>
<b>Prepared / Revised on:</b>	<b>December, 2023</b>

2. JOB PURPOSE / ROLE:
<p>The Business Development officer at the Continuing &amp; Executive Education Centre is responsible for promoting and selling continuing and executive education programs and courses offered by the centre to prospective clients, including individuals and corporate entities. The Sales Officer plays a crucial role in achieving revenue targets and expanding the institution's presence in the executive education market</p>

3. JOB DIMENSIONS		
<b>Number of Staff Supervised:</b>	<b>Direct Reports:</b>	<b>1</b>
	<b>Total:</b>	<b>1</b>

4. KEY ACCOUNTABILITIES:		
Key Priority	Key Activities	KPIs
<ul style="list-style-type: none"> <li>▪ Increase the number of Students in the CEEC programs</li> </ul>	<ul style="list-style-type: none"> <li>▪ Gather all information related to the CEEC programs, according to the recommendation of the Head of Centre. Work with Corporate Communications office in order to market the Programs offered at SUAD based on those recommendations.</li> <li>▪ Organize Open Days to advertise the programs and liaise with the Communications Office to ensure an efficient marketing for those events</li> </ul>	<ul style="list-style-type: none"> <li>▪ % of enrolled students in CEEC Programs compared to targets</li> </ul>
<ul style="list-style-type: none"> <li>▪ Client Acquisition</li> </ul>	<ul style="list-style-type: none"> <li>▪ Identify and engage with potential clients, including corporate organizations, senior executives, and individual professionals.</li> <li>▪ Utilize various sales techniques, including cold-calling, networking, and referrals, to generate leads and secure new business opportunities.</li> </ul>	<ul style="list-style-type: none"> <li>▪ % of enrolled students in CEEC Programs compared to targets</li> </ul>
<ul style="list-style-type: none"> <li>▪ Recruitment of Professionals</li> </ul>	<ul style="list-style-type: none"> <li>▪ Organize Master Classes, and visits for the recruitment of professionals interested in the CEEC programs.</li> </ul>	<ul style="list-style-type: none"> <li>▪ % of professionals recruited</li> </ul>
<ul style="list-style-type: none"> <li>▪ Consultative Selling</li> </ul>	<ul style="list-style-type: none"> <li>▪ Understand the needs and requirements of prospective clients and provide tailored solutions based on the institution's continuing and executive education offerings.</li> </ul>	<ul style="list-style-type: none"> <li>▪ % of business opportunities created</li> </ul>

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	<ul style="list-style-type: none"> <li>▪ Conduct consultations and presentations to articulate the benefits and value propositions of the programs to potential clients.</li> </ul>	
<ul style="list-style-type: none"> <li>▪ Relationship Management</li> </ul>	<ul style="list-style-type: none"> <li>▪ Build and maintain strong relationships with existing clients to foster repeat business and encourage word-of-mouth referrals.</li> <li>▪ Handle client inquiries and concerns promptly and professionally, ensuring a high level of customer satisfaction.</li> <li>▪ Handle logistics related to CEEC events internally and externally.</li> </ul>	<ul style="list-style-type: none"> <li>▪ Clients and Partners' Satisfaction Rate</li> </ul>
<ul style="list-style-type: none"> <li>▪ Collaboration</li> </ul>	<ul style="list-style-type: none"> <li>▪ Collaborate with the marketing team to develop promotional materials, and advertising campaigns to support sales efforts effectively.</li> <li>▪ Work closely with the program coordinators and faculty to understand course content and stay updated.</li> </ul>	<ul style="list-style-type: none"> <li>▪ Centre Head and other team members feedback</li> </ul>
<ul style="list-style-type: none"> <li>▪ Sales Reporting and Analysis</li> </ul>	<ul style="list-style-type: none"> <li>▪ Keep detailed records of sales activities, leads, and client interactions in the CRM system.</li> <li>▪ Prepare regular sales reports, track performance metrics, and provide insights to the Centre Head for decision-making.</li> </ul>	<ul style="list-style-type: none"> <li>▪ % Monthly and Annual Reports.</li> </ul>
<ul style="list-style-type: none"> <li>▪ Market Research</li> </ul>	<ul style="list-style-type: none"> <li>▪ Stay informed about industry trends, executive education market demands, and competitor offerings.</li> <li>▪ Participate at national exhibitions and conferences to recruit more students when required.</li> <li>▪ Conduct market research to identify new target segments and develop innovative sales approaches.</li> </ul>	<ul style="list-style-type: none"> <li>▪ % of programs recommended</li> </ul>
<ul style="list-style-type: none"> <li>▪ Policies and Procedures</li> </ul>	<ul style="list-style-type: none"> <li>▪ Follow and contribute to department policies, processes, standard operating procedures and instructions so that work is carried out in a controlled and consistent manner</li> </ul>	<ul style="list-style-type: none"> <li>▪ Compliance with procedural and legislative requirements</li> </ul>
<ul style="list-style-type: none"> <li>▪ Related Assignments</li> </ul>	<ul style="list-style-type: none"> <li>▪ Perform other related duties or assignments as directed by the Line Managers</li> </ul>	<ul style="list-style-type: none"> <li>▪ Line Managers feedback</li> </ul>

### 5. QUALIFICATIONS, EXPERIENCE, & SKILLS:

#### Minimum Qualifications:

- Bachelor's degree

#### Minimum Experience:

- Proven experience in sales and business development, preferably in the education or training industry in the UAE.

#### Job-Specific Skills:

- Strong communication and presentation skills, with the ability to engage with senior-level executives.
- Results-driven and motivated to meet and exceed sales targets.
- Excellent negotiation and closing skills.
- Proficiency in using CRM software and other sales tools.
- Ability to work independently and as part of a team.
- Willingness to travel for client meetings and events as required.
- Languages: Arabic and English are mandatory. French is a plus.