

Human Resources Department

Job Description

Post Title:	BD Contractor
Faculty/Department:	Henley Business School, Africa
Reports to:	Business Development (BD) Partner
Responsible for:	

Purpose

The BD contractor will provide business development support and promote HBS educational programmes through client engagement, relationship building and meeting key targets.

Main duties and responsibilities

- Conduct qualification calls with new leads, identifying high-potential prospects (using phone calls, e-mail, WhatsApp etc.).
- Re-engage and follow up with established leads.
- Complete a minimum of 100 calls per week to support programme growth and expand our network. Keep accurate records on enquirer feedback and follow-ups required on the CRM system (HubSpot).
- Submit weekly reports to the BD Partner as per the required specification.
- Help prospective students understand the application requirements for the different open undergraduate programmes.
- Provide support with the application process if and when required.

Success factors

- Consistently achieves lead generation and engagement targets through proactive outreach and follow-up.
- Maintains accurate CRM records and provides reliable reporting to support business development activities.
- Builds trusted relationships with prospective students and effectively communicates programme and application requirements.
- Delivers a high-quality candidate experience by providing responsive and professional application support.

Supervision received

This role reports to the BD Partner. The post holder will be expected to work independently and to lead the area of responsibility and be capable of directing the School within agreed guidelines and to specific deadlines.

Supervision given

None

Contact

- Business Development Partners
- Business development team members
- Admissions team
- Prospective Students and alumni

Terms and conditions

A part-time, fixed term contract post located at Henley Business School, SA. The role is required to work two days on-site and two days remotely. Due to the nature of the role, after hour work may also be required. Overtime is not payable. Core office opening hours are 8:30 to 17:00 Monday to Friday, or in accordance with the hours associated with the post.

This document outlines the current duties required for this post and indicates the level of responsibility involved. It is not intended to be a comprehensive or exhaustive list of duties, and responsibilities may vary from time to time without changing the general character or level of the role. The post holder will therefore be expected to demonstrate flexibility and adapt to evolving operational requirements and responsibilities.

Person Specification

Job Title	School/Department
BD Contractor	Business Development

Criteria	Essential	Desirable
Skills Required	<ul style="list-style-type: none"> • Strong verbal and written communication skills • Excellent interpersonal and relationship-building skills • Ability to conduct qualification and follow-up calls professionally • Strong organisational and time management skills • Ability to work independently and manage targets • Proficiency in Microsoft Office and CRM/database systems 	<ul style="list-style-type: none"> • Sales, business development or customer relationship management skills • Experience using CRM systems and lead management tools • Presentation and networking skills
Attainment	<ul style="list-style-type: none"> • Henley Business School qualification in any of the following instructions: <ul style="list-style-type: none"> ○ Post Graduate Diploma in Management Practice ○ Advanced Diploma in Management Practice ○ Advanced Certificate in Management Practice ○ Higher Certificate in Management Practice • Matric (Grade 12) 	<ul style="list-style-type: none"> • Relevant tertiary qualification in Business, Marketing, Sales, Communications or a related field
Knowledge	<ul style="list-style-type: none"> • Understanding of Henley programmes and their value proposition • Knowledge of customer service and stakeholder engagement principles • Understanding of lead qualification and client relationship management 	<ul style="list-style-type: none"> • Knowledge of higher education and executive education markets • Knowledge of sales and business development
Relevant Experience	<ul style="list-style-type: none"> • Experience engaging with stakeholders, clients, students or customers in a professional environment 	<ul style="list-style-type: none"> • Experience engaging with stakeholders, clients, students or customers in a professional environment

	<ul style="list-style-type: none"> • Demonstrated ability to achieve targets and manage a high volume of interactions • Previous experience in business development, sales, student recruitment, customer service or a related field • Experience working with CRM systems and maintaining accurate client records 	<ul style="list-style-type: none"> • Demonstrated ability to achieve targets and manage a high volume of interactions • Previous experience in business development, sales, student recruitment, customer service or a related field • Experience working with CRM systems and maintaining accurate client records
Disposition	<ul style="list-style-type: none"> • Proactive and self-motivated • Well organised and able to work independently • Professional and customer-focused • Resilient and comfortable working towards targets • Strong attention to detail • Enthusiastic ambassador for the Henley brand • Adaptable and comfortable working in a dynamic environment 	<ul style="list-style-type: none"> • Proactive and self-motivated • Well organised and able to work independently • Professional and customer-focused • Resilient and comfortable working towards targets • Strong attention to detail • Enthusiastic ambassador for the Henley brand • Adaptable and comfortable working in a dynamic environment
Other	<ul style="list-style-type: none"> • Ability to work a flexible part-time schedule (4 days per week) • Reliable access to technology required to perform the role lead generation opportunities 	<ul style="list-style-type: none"> • Reliable access to technology required to perform the role • Established professional network that may support lead generation opportunities • Previous involvement in Henley alumni activities or events