



## Client & Business Development Executive (Permanent)

The Client & Business Development Executive at the Irish Management Institute (IMI) plays a crucial role in driving revenue growth and fostering strategic partnerships in the assigned area of sectoral focus. This role requires an in-depth knowledge of your assigned sector. Understanding of the challenges and opportunities of your sector is critical to building collaborative relationships as a trusted strategic OD partner and advisor. You will be responsible for identifying and pursuing new business opportunities, developing client relationships, and promoting the IMI's full range of educational programme offerings.

The Client & Business Development Executive (CBDE) will report to the Head of Client and Business Development.

Job Framework: Band C

### About us

*Leadership. It's more than a job – it's a mindset. It's the capacity to inspire, empower and create new possibilities.*

*IMI's mission, and passion, is to equip leaders to build the future. We are world-class specialists in enabling and inspiring leadership performance. We challenge and support leaders to fulfil their ambition – unlocking their potential and giving them the skills to deliver exceptional performance.*

*We've been shaping world-class executives for over seventy years. Founded by business leaders, for business leaders, and now in partnership with UCC's expert research faculty, we deliver intensively practical executive education that works in the real world. Our unique global rankings are a testament to our impact.*

*Any day spent at IMI challenges assumptions, deepens perspective and amplifies ability to lead. Do you have what it takes to work with IMI? Join us on our mission to equip leaders to build the future, and you will shape the future of leadership in Ireland.*

*IMI. Inspiring Leadership Performance.*

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*IMI is strongly committed to protecting your personal information and we process and protect your personal data in accordance with our Privacy Notice which can be accessed on our website at the following address <http://www.imi.ie/about-imi/careers-imi>*

*The IMI is an equal opportunity employer.*

## Key Responsibilities:

*(This job description outlines the primary duties and requirements of the position. It is not intended to be an exhaustive list of all duties and responsibilities. The IMI reserves the right to amend and change the job description as needed.):*

### 1. Business Development:

- Drive and deliver on assigned sales targets for your area of responsibility.
- Identify and pursue new business opportunities, including potential corporate clients, organizations, and individuals interested in IMI's educational offerings.
- Conduct market research and analysis to identify emerging trends, competitive landscapes, and potential target markets.
- Build and maintain a robust pipeline of leads, actively prospecting and nurturing relationships to generate business opportunities.
- Collaborate with the Business & Client Development team and other internal stakeholders to develop effective strategies for market penetration and revenue growth.
- Prepare and deliver compelling sales presentations and proposals to prospective clients, highlighting the unique value propositions of IMI's educational programs.

### 2. Relationship Management:

- Develop and nurture strong, long-term relationships with key clients and stakeholders.
- Act as a trusted advisor, understanding clients' business needs and challenges to provide customized solutions that meet their objectives.
- Regularly engage with existing clients to identify opportunities for upselling, cross-selling, and renewals.
- Collaborate with internal teams, including faculty, program managers, and marketing, to ensure client satisfaction and successful program delivery.
- Monitor and evaluate client feedback and satisfaction, making recommendations for improvements and enhancements.

### 3. Account Management:

- Serve as the primary point of contact for assigned sector, ensuring timely and effective communication.
- Develop account plans and strategies to maximize revenue and client retention.
- Collaborate with internal teams to coordinate and deliver customized solutions and programs that address clients' specific needs.
- Monitor account performance, identifying risks, challenges, and opportunities, and taking proactive measures to mitigate risks and capitalize on opportunities.
- Provide regular reports and updates on account activities, sales forecasts, and revenue projections.

### 4. Networking and Industry Engagement:

- Represent the IMI at industry events, conferences, and networking forums to promote brand awareness and build a strong professional network.
- Stay abreast of your assigned sector's industry trends, market dynamics, and competitor activities.
- Develop and maintain strong relationships with key industry influencers, potential partners,

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and decision-makers.

**Work Location and Virtual Work:** This role is based at IMI's headquarters in Dublin. Travel within Ireland and, occasionally, internationally is required to attend meetings, conferences and client engagements.

IMI recognises the importance of flexible work arrangements and promotes a hybrid work model that combines in-person and virtual work. The employee has the flexibility to work remotely for a part of their working hours, subject to operational requirements and the agreement of their line manager as outlined in the Hybrid and Flexible working policy.

## Candidate Requirements

### Qualifications:

- Bachelor's degree or equivalent in Business Administration, Sales, Marketing, or a related field. Additional qualifications or certifications in business development or sales are advantageous.
- Proven experience in business development, sales, or client relationship management, preferably in the education or professional services sector.
- Proficiency in CRM software and Microsoft Office Suite.

### Competencies

- Strong commercial acumen with proven success in business development, client relationship management, or sales.
- Strong customer focus and the ability to build and maintain long-term relationships.
- Demonstrated experience in consultative selling and the ability to understand clients' needs and provide tailored solutions.
- Results-driven mindset with a proven ability to meet or exceed sales targets.
- Excellent communication skills, both verbal and written, with the ability to effectively present ideas and influence stakeholders.
- Strong accountability and a self-driven approach to work.
- Sectoral knowledge in relevant industries (for senior-level positions).
- Experience in executive education or professional development programs is highly desirable.
- Process-oriented mindset with the ability to streamline operations and improve efficiency.
- Availability to travel as required for client meetings and industry events.

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