

The HumanEdge

# RECRUITMENT PACK

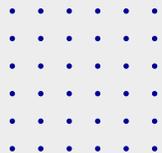
JOIN OUR TEAM



# BUSINESS DEVELOPMENT MANAGER

**Application Deadline**

Thursday 24th April 2025  
09.00 AM UK TIME



FOR MORE INFORMATION

 [www.humanedge.org.uk](http://www.humanedge.org.uk)

SUBMIT YOUR APPLICATION  
[recruitment@humanedge.org.uk](mailto:recruitment@humanedge.org.uk)



# ROLE DESCRIPTION

## Business Development Manager

<b>Reporting to:</b>	Chief Executive Officer (initially)
<b>Term:</b>	Full-time (37.5 hours per week), 2-year fixed term contract (with potential for renewal, subject to funding)
<b>Salary:</b>	£38,000-£50,000 gross per annum, dependent on skills and experience
<b>Location</b>	Homebased in the UK, with ability to travel in the UK and Europe for up to approximately 2 weeks per quarter, subject to business needs.
<b>Start Date</b>	May 2025
<b>Application Deadline</b>	09.00 UK time, Thursday 24th April 2025

# ABOUT THE HUMAN EDGE

[VISIT OUR WEBSITE](#)



The Human Edge is a leadership development organisation with specialist expertise and extensive experience in mentoring and coaching. For over 16 years, we have designed and implemented integrated leadership development programmes – combining mentoring, coaching, leadership development, training, and skill-building – for entrepreneurs, managers, and leaders.

Our mission is to equip individuals, organisations, and networks/ecosystems with the self-awareness, skills, confidence, and tools needed to build stronger relationships, overcome challenges, and lead with impact – enabling them to achieve greater results, faster.

We collaborate locally and globally with governments/public sector, foundations, international NGOs, and corporates, working across languages, cultures, and sectors. As a small yet growing organisation, our diverse and dedicated team is committed to delivering high-quality, innovative and impactful learning and development solutions that drive lasting positive change.

# ABOUT YOU

You are a commercially minded, results-driven and action-oriented business development professional with 8+ years of progressively responsible experience in B2B sales and income generation within the leadership development, coaching, and mentoring and skill building/training sectors. Skilled in securing new business, developing growth strategies and building long-term client relationships, you leverage your established network of HR/talent leaders and Managing Directors in UK businesses, with a particular focus on small and medium businesses, and/or public sector to enable consistent revenue growth.

With a proactive, entrepreneurial mindset and consultative selling approach, you thrive in dynamic environments, taking initiative and delivering results. Your strengths lie in building trust with clients and partners, managing multiple projects and producing compelling proposals. Passionate about leadership development, mentoring, coaching and The Human Edge's mission, you are ready to drive growth and impact.

# ABOUT THE ROLE



We seek an experienced Business Development Manager to drive our UK growth and expand our client and partner base. Reporting directly to the CEO, (initially) you will lead our sales strategy targeting UK businesses, with a particular focus on small and medium businesses, and public sector organisations.

With a proven track record in generating revenue through outbound marketing, online channels and relationship-building, as well as developing new revenue-generating business models, you will be hands-on in driving our B2B sales, securing over £150,000 annually through direct sales, grants, tenders, contracts and partnerships. You will also contribute to developing engaging communications to support The Human Edge's financial growth and brand development.

# KEY RESPONSIBILITIES

## Sales strategy and growth:

- Execute the sales growth strategy aligned with organisational goals
- Proactively identify and ensure new business opportunities, partnerships and collaborations
- Develop and implement new revenue-generating business models, including subscription-based models, to expand reach, drive recurring revenue and client satisfaction

## Client acquisition and relationship building:

- Build and maintain trusted relationships with HR/talent leaders, MDs and decision-makers in UK businesses and/or public sector organisations
- Develop tailored solutions that align with our leadership development, mentoring and coaching and skill building/training offerings
- Lead outreach efforts and secure new business through online channels, outbound and inbound marketing and industry events
- Represent The Human Edge at conferences/events supporting with external engagement

## Sales pipeline and performance management:

- Lead and manage the end-to-end sales and account management process, including lead identification, proposal/bid writing, pitching, and closing deals
- Establish and maintain a predictable lead pipeline through relational, outbound and online marketing channels
- Monitor, evaluate and report on sales performance providing insights and recommendations
- Identify and create new income streams to drive organisational growth
- Collaborate with the Head of Finance and Operations to develop systems that support income generation
- Utilise the CRM system to maintain and optimise the sales pipeline

### **Marketing and collaboration:**

- Collaborate closely with the marketing team to align campaigns with sales goals and increase brand visibility
- Leverage digital platforms, social media and email marketing to drive lead generation
- Develop and refine messaging and communications materials to support sales efforts

### **General**

- Carry out any other duties as required by The Human Edge and act in a manner that is in keeping with The Human Edge values. As a small and growing organisation, we expect the postholder to bring adaptability and flexibility to take on a range of tasks and responsibilities.
- Provide mentoring, support, advice and encouragement to other managers and colleagues across the organisation helping them to achieve their objectives.

# PERSON SPECIFICATIONS



## Essential Experience

- 8+ years of B2B business development and sales experience in leadership development, mentoring, coaching and/or skill building/training related sectors
- Established network and proven success selling leadership solutions to senior decision-makers in UK SMEs and the public sector
- Experience developing income models, including subscription-based business models
- Skilled in networking and relationship-building, leveraging your network to drive sales
- Track record of meeting KPIs and generating a predictable lead pipeline through relational, outbound and online marketing channels
- Entrepreneurial team player who thrives in a fast-paced, growing environment
- Self-starter with a creative approach to engaging and closing with senior decision-makers
- Understanding of sales/business development trends and relevant UK regulations
- Relevant degree or qualification in sales, business development, or fundraising (preferred but not essential).

## Skills

- Strong relationship-building, negotiation, influencing, and networking skills with excellent interpersonal and communication abilities
- Strong ability to write successful proposals, applications and sales collateral
- Excellent project management and organisational skills, with proven ability to work with autonomy whilst ensuring the inputs of others
- High proficiency in AI/IT tools, including Microsoft Office, CRM systems (e.g., HubSpot).
- Fluent in English, with additional skills in French and/or Arabic desirable

Candidates must have the independent right to work in and be resident in the UK.

### **What we offer**

- Opportunity to make a meaningful impact within a purpose-driven organisation
- Human-centred, supportive and collaborative team culture
- Agile, remote working environment
- 37.5 hours per week
- 38 days of annual leave (inclusive of public holidays)
- Contributory workplace pension scheme
- Private health insurance
- Contribution to expenses related to homeworking (in line with company policy)

The Human Edge is an equal opportunity employer and committed to creating a diverse, inclusive environment. We believe in the potential of everyone – whatever makes you, you. A diverse workforce can only make us better and all applications are considered without discrimination based on age, sex, gender identity or expression, sexual orientation, marital, civil or other relationship status, religion, race, belief, colour, ethnic origin, physical ability, neurodiversity or socio-economic status.

# HOW TO APPLY

**SUBMIT YOUR CV**



If you are a results-driven sales professional with a passion for leadership development, mentoring, coaching and skill building/training, we'd love to hear from you.

Please submit your CV and supporting documents detailing your relevant experience and why you're a great fit for this role. Please express your interest in this role by sending us:

1. A 2-minute video introducing yourself, your achievements, why you applied and why you're the perfect fit for the role and The Human Edge.
2. A short portfolio or 'track record' in any form that inspires you
3. Your CV
4. A covering letter confirming:
  - i. Your availability for interviews and the assessment on the specified dates.
  - ii. Your available start date
  - iii. How you heard about this role
  - iv. Your right to work in the UK

The interview process and dates will be as follows:

- The first round of interviews will be held online on **1st or 2nd May 2025**. If successful;
- You will be invited to complete a 1-hour assessment on **7th May 2025**. If successful;
- You will be invited to a second-round interview held on **9th May 2025**

Applications should be emailed to [recruitment@humanedge.org.uk](mailto:recruitment@humanedge.org.uk), indicating 'UK Business Development Manager' in the subject line, by **09:00 UK time, Thursday 24th April 2024**. (Please note that applications will be reviewed on a rolling basis).

## FOR MORE INFORMATION

 [www.humanedge.org.uk](http://www.humanedge.org.uk)