

Job Description – Business Manager - Individuals

UKLC is seeking a dynamic and results-driven Business Manager to lead our efforts in developing and selling products tailored for individual students and premium groups through multiple recruitment channels worldwide. This role requires a strategic thinker with a passion for driving sales growth, product development and expanding market presence.

UKLC is part of an international group of education businesses that also includes *Linguastay* in the UK and *ATC* in Ireland. We operate multiple summer language centres and year-round ministay locations in the UK for young people from all over the globe.

While UKLC currently specialises in programmes for groups of junior students, we also operate and manage the industry-leading premium programme at Wycombe Abbey School targeted towards individual students and premium groups. Our portfolio of products for individuals is small but growing and is an important part of our strategic vision for the future.

The Business Manager - Individuals role is integral to that growth. The successful candidate will lead all aspects of the development of the business from product to sales pipeline across Wycombe Abbey and other locations.

The role can be flexible. Part time and job shares are welcome to apply.

In the role we expect you to;

- Lead and develop the evolution of our individuals product range
- Develop and implement sales and marketing strategies to sell such products worldwide
- Market research and analysis to support growth
- Build and manage new channels to achieve agreed revenue goals
- Build and manage a comprehensive list of partnerships to distribute products for individuals
- Manage relationships with internal teams for cross-selling opportunities
- Manage relationships with external partners and suppliers
- Create a process for consistent collection and implementation of feedback from customers
- Manage the P&L for the business unit alongside key individuals in finance team

The Business Manager role is fundamental to delivering customer service excellence, ensuring both UKLC's and customers' interests are successfully aligned and profitable.

Desirable skills and attributes

(You don't need them all to apply!)

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| ✓ Experience of the ELT Individuals market for premium programs | ✓ Established network of agents/schools |
| ✓ Strong financial awareness | ✓ Marketing qualification(s) (esp. digital) |
| ✓ Excellent communication and interpersonal skills | ✓ Ability to meet tight deadlines |
| ✓ Excellent organisational skills | ✓ Inclusive team player |
| ✓ Strong knowledge of CRM software | ✓ Experience in a sales & marketing leadership role |
| ✓ Ability to monitor and evaluate sales pipeline | ✓ B2B segment of the ELT sector |
| ✓ Eligibility to work full time in the UK | ✓ Awareness of trends in the study abroad sector (especially high end) |
| ✓ Ability to manage projects | ✓ Understanding of TEFL Academic and Specialised products |
| ✓ Desire to travel extensively and attend industry events and fairs | |

This job description is an outline of your main responsibilities. Within the context of your contract of employment, the company may, within reason, request you undertake other tasks and duties as needs dictate.

Salary: £30,000 - £45,000 (based on experience) plus highly competitive bonus and incentive scheme.