



### Job Description

**Job Title:** Business Development Manager (Civilian Government)

**Reporting to:** Country Lead (UKINI)

**Location:** United Kingdom, Remote

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#### **Job Purpose:**

Drive the UK Government account base by identifying and pursuing new and existing critical Government contracts from prospect to partner in accordance with the SANS brand, values, and mission statement. To be responsible for identifying and capturing new academy & programme opportunities and increasing market share within the UK Government.

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#### **Main duties and responsibilities:**

##### **Business Development**

- Accountable for the management and growth of existing Government departments, agencies, and arm's length bodies.
- Ability to lobby, influence and persuade senior Government officials on the best Cybersecurity training SANS has to offer.
- Fully understand the SANS portfolio to generate quality opportunities, differentiating our offerings against those of our competitors.
- Identify Cybersecurity talent shortages across Government departments, agencies and arm's length bodies using the cabinet office's security profession career framework as the benchmark.
- Responsible for identifying and winning new SANS programmes across UK Government.
- Follow and understand the latest Cybersecurity trends and developments across UK Government and globally.
- Represent SANS, translating Cybersecurity industry developments into customer driven solutions.
- Effectively articulate the SANS business strategy and wider SANS brand.
- Conduct face to face meetings with senior Government stakeholders.
- Responsible for sales forecasting in line with business CRM processes.
- On-board newly acquired departments.

##### **Client Relationship Management**

- Responsible for the management and growth of existing selected Tier 1 customers.
- Operate as a single point of contact for senior Government stakeholders.
- Be responsible for customer success and satisfaction, ensuring a first-class customer experience.
- Conduct effective, regular Customer Account Reviews with assigned Tier 1 customers
- Proactively network across UK Government, schedule and attend industry specific events.



### **Sales Administration & Process**

- Monitor payment of customer invoices ensuring outstanding invoices and debts are settled in a timely manner.
- Support marketing campaigns and SANS events to help deliver programme targets.
- Successfully develop and drive sales and account plans, using agreed methodologies.
- Embrace and adhere to agreed sales processes and procedures.

### **Other**

- Manage and deliver agreed targets, KPI's and other set objectives.
- Take ownership of the tender process for any prospective academy procurement opportunities when applicable.
- Define and develop peer and executive relationships with the wider SANS teams.
- Build and maintain the SANS brand and mission.
- Carry out additional responsibilities as requested by the leadership team.

### **Person Specification**

- Minimum of 5 years' experience in a field based B2B sales role within Government.
- Educated to degree level or equivalent.
- Sales focused and commercially aware of new business opportunities.
- Excellent interpersonal and presentation skills.
- Strong influencing and negotiation skills in a business environment.
- Proven track record of delivering against targets within a field sales role.
- Ability to manage change, whilst aligning and prioritising multiple tasks.
- Decisive and forward thinking, with strong vision and strategic capability.

To apply, please send an expression of interest and your CV to [emea\\_hr@sans.org](mailto:emea_hr@sans.org).