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**Business Development Manager**

**APPLICATION PACK**

**How to apply for this post**

If you would like to apply for this post, please send your completed application form to [jobs@nowpressplay.co.uk](mailto:jobs@nowpressplay.co.uk), with the subject ‘Business Development Manager’. Alternatively, you can send it to now>press>play, Edspace, Hackney Community College, Falkirk Street, London, N1 6HQ.

The deadline for applications is midnight on Monday 19th November 2018. Interviews will be held between 26th November and 7th December. Please let us know in your application if there are any dates during this time that you would not be able to attend an interview.

Please note in accordance with the Asylum and Immigration Act 1996 you must be eligible to live and work in the UK to apply for this role. We have included a job description and person specification in this pack, which sets out the requirements for this role. If, after reading this information, you have any questions about the role please email [jobs@nowpressplay.co.uk](mailto:jobs@nowpressplay.co.uk).

**A bit of background about now>press>play**

Founded in 2012, by a teacher, a theatre director and a community banker, now>press>play is one of the most exciting and ambitious social enterprises in the edtech sector.

We have developed a new way of learning that engages children through movement, imagination and emotion. Our mission is to make the curriculum accessible for all children, regardless of background or academic ability. Our ambition is to be the most engaging and highly valued educational resource in the UK and beyond.

Since launching our subscription service in September 2014, we have signed up 140 schools across England. The majority of these are in areas of high deprivation. We have incredibly high retention rates and consistently good feedback from teachers and children alike. 100% of teachers say they would recommend now>press>play to another school.

now>press>play has been supported by UnLtd, the School for Social Entrepreneurs, the RSA and Shell LiveWire. In 2014, we were awarded a place on the Big Venture Challenge, the high-growth investment program for outstanding social enterprises. For the last three years, we have been selected to take part in BETT Futures, a curated area of the BETT Show, showcasing the world's most inspiring edtech starts ups. In 2014, now>press>play was a finalist in the Lego Foundation’s global Re-imagine Learning competition.

**Job Description**

**Post Title:** Business Development Manager

**Reporting to:** CEO

**Salary:** £27k - £32k + OTE

**Duration:** Permanent contract, with a six month probation period

**Hours:** 8.30am - 5pm

**Holidays:** 30 days (these must be taken during school holidays) plus statutory bank holidays

**Location:** Edspace, Hackney Community College, Falkirk Street, London, N1 6HQ

**About now>press>play**

now>press>play is a multi award-winning social enterprise and one of the most exciting and ambitious startups in the edtech sector. Our mission is to make the curriculum accessible for all children, regardless of background or academic ability.

We create immersive audio resources that engage primary school children in the curriculum through emotion, imagination and movement. In a now>press>play Experience every child is given a pair of wireless headphones. Immersed in sound, they become the main character in a story, meeting people, discovering places and solving problems on an educational adventure they’ll never forget.

You can read more about our work and impact on our website: [www.nowpressplay.co.uk](http://www.nowpressplay.co.uk)

**Purpose of Role**

now>press>play is a growing organisation, with yearly growth of 100% over the last three years. We have an outstanding product, a proven business model and a clear market for our product. We now need an outgoing and diligent person to join our team and help us grow.

You will work alongside the CEO and a team of account managers, generating leads and booking in demos.

You will work in a fast paced, supportive and collaborative environment in which your opinions will be sought out and listened to. As the fifth full time member of our team, you will have a tangible impact on the direction of the company.

**Main Responsibilities**

This role consists of two main areas: lead generation and marketing. You will be responsible for overseeing our marketing activities, generating leads and converting them into demos. The main responsibilities will be:

**Lead Generation**

* Being the first point of contact for inbound leads
* Researching and contacting potential new schools
* Creating and managing email campaigns
* Converting enquiries from schools into demos and trials
* Managing the diaries of our account management team
* Maintaining CRM systems

**Marketing**

* Sourcing relevant events and exhibitions
* Overseeing our presence at key exhibitions and events
* Forging and managing partnerships with relevant organisations and influencers
* Creating and distributing a termly newsletter

**Strategic**

* Analysing and reviewing data
* Preparing reports for the CEO
* Developing and reviewing marketing and lead generation strategies, in conjunction with the CEO

You will be the fifth full time member of a small, friendly team. The nature of being a startup means we support each other where needed. You may on occasion be asked to support the work of another team member.

**Person Specification**

The person specification describes the characteristics (skills, knowledge, experience and qualifications) that are needed to carry out the job description and will be used as the basis for short-listing and interview.

**Essential**

* A proven track record of strong lead generation results, using a range of channels (phone, email, social media)
* Highly motivated and resilient
* Able to analyse data and respond to the results
* Ability to multi-task, with an organised and methodical approach to work
* Excellent written, verbal and presentation skills
* Able to quickly build rapport and credibility with teachers and senior leaders
* A clear passion for education and a strong belief that every child should be able to access the curriculum
* Genuine excitement about joining an edtech start up and a willingness to muck in
* Ability to work independently and self-motivate
* Proficient computer use, including word processing and spreadsheet skills
* Experience of updating and maintaining CRM systems

**Desirable**

* Experience of creating and managing email campaigns
* A keen interest and up to date knowledge of the UK education sector
* Proficient in use of social media

**Terms & Conditions**

**Salary**

£27,000-£32,000 per annum plus, depending on experience, plus OTE.

**Contract period and hours of work**

This is a permanent contract with a probation period of six months. Your hours will be 8.30am-5pm.

**Place of work**

You will be based at our office in London: Edspace, Hackney Community College, Falkirk Street, London, N1 6HQ.

**Termination of employment**

Your probationary period will be six months, with a mid-probation review at three months. During the probation period, the period of notice to terminate the employment will be two weeks. After this time, the period of notice to terminate the appointment will be two calendar months by either party.

**Annual Leave**

The annual leave entitlement is 30 days, which must be taken during school holidays, plus all statutory bank holidays.

**Benefits to you**

now>press>play is a small, growing organisation. By joining us at this critical and exciting stage in our development you will have a significant influence on our growth and impact.

* Thrive in a role with a high degree of responsibility, independence and flexibility
* Challenge yourself and develop your skills in a supportive, dynamic startup
* Influence the direction and culture of the company through sharing your experience and thoughts with us
* Help us to make a difference to the education of thousands of children in some of the most deprived areas of the UK

**Appointment**

We will request references following interviews for the successful candidate only. Offer will be made subject to satisfactory references and proof of eligibility to work in the UK.

**Guidance notes for completing your application form**

**General**

* Please use black ink or type on your application.
* Before completing the application form, please check that you are legally eligible to work in the UK. If you are successful in your application, you will be required to provide satisfactory evidence (e.g. passport, birth certificate or marriage certificate) of your right to work in the UK as required by the *Asylum Immigration Act 1996*.
* Please do not submit a CV instead of completing the application form.
* Remember to complete all parts of the application form. If you think some parts do not apply to you, write N/A (not applicable) in the spaces provided for your answer.
* Please complete the equal opportunities monitoring form at the end of the application form. The equal opportunities monitoring form is not part of the selection process and will be removed prior to shortlisting.

**Employment history**

* The form asks you to give complete details of previous jobs held, and account for any gaps in your employment record.
* You may have developed other skills and experience through unpaid work. Details of these should be included on the form, particularly where they are relevant to the role for which you have applied.

**Qualifications, training and personal skills**

* Please mention qualifications and/or training which are necessary or relevant to the job for which you have applied.

**Additional information**

* This section gives you the opportunity to demonstrate why you are suitable for the post. Before completing it, refer to the job description and person specification in the application pack.
* The job description provides an outline of the main duties of the post, while the person specification describes the skills, experience and competencies necessary to carry out these tasks.
* Make sure you give specific examples.
* Please include details of any relevant skills, experience or knowledge, wherever or however they were gained (for example, voluntary or unpaid work).

**References**

* Please note that referees will not be contacted until an offer of employment is made. Where possible, please check that referees are happy for us to contact them before you include their details.
* You are asked to supply details of two referees. Ideally, these should be your current and previous employers.

**Criminal convictions**

* In the event of a successful application we will ask for an Enhanced Disclosure from the Disclosure and Barring Service (DBS) as a condition of employment.
* A criminal record does not automatically prevent you from being considered for a job. If you are shortlisted, this will be discussed with you at interview.

**Equal opportunities**

The information you provide is for monitoring purposes only and will not be used in any part of the recruitment process. A question on disability is asked to enable us to make any adjustments necessary in our interview arrangements and subsequently in performing the role if hired.

**Returning the form**

* Return the form by the closing date (*see above section: ‘How to apply for this post’ for details on application methods*). If it arrives late, we will not be able to consider your application.

If you require further information prior to application, please contact [jobs@nowpressplay.co.uk](mailto:jobs@nowpressplay.co.uk)**.**

**Thank you!**

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| **Application for Employment**  Please **type** or use **black ink**.  Please return this form via email at [jobs@nowpressplay.co.uk](mailto:jobs@nowpressplay.co.uk) quoting the job title in the subject line. Alternatively you can send it by post to: **now>press>play, EdSpace, Block D, Hackney Community College, Falkirk Street, London, N1 6HQ.**  **Closing date for applications:** Monday 19th November at midnight. | |
| **Job Applied For:** Business Development Manager – London Oct 2018 | |
| **Personal Details**  Full name:  Preferred name (if applicable):  Address Line 1:  Address Line 2:  Address Line 3:  Town/City :  Post Code:  Home Phone Number: Mobile Number:  Personal e-mail address: | |
| **Employment History**  Please give brief details of any relevant employment, including your employer, your post and main duties, dates employed, final salary and reason for leaving (or study, career breaks etc). | |
| **Qualifications and Training**  Please give details of your educational qualifications and training courses attended (including institutions and dates). | |
| **Additional Information**  After you have read the job description and person specification, please use the following section (personal statement) to state your reasons for applying for this position and how you meet the requirements given in the person specification. Please describe how your skills, knowledge and experience will enable you to carry out the duties listed in the job description.  Please use an additional A4 sheet if you need more space.  **Personal Statement** | |
| **References:** Please provide the name and address of two people we can approach for references. **At least one should be your most recent/current employer.** | |
| Name:  Address:  Post code:  Telephone:  E-mail address:  Relationship to/knowledge of you: | Name:  Address:  Post code:  Telephone:  E-mail address:  Relationship to/knowledge of you: |
| **If you are currently employed, what notice are you required to give?** | |
| **Eligibility to work in the United Kingdom**  In order to comply withsection 8 of the ***Asylum and Immigration Act 1996***, we are required to see proof of your right to work in the UK. This will be requested once an offer of employment has been made. By making these checks, employers can be sure they will not break the law by employing illegal workers.  IF YOU CANNOT PROVIDE ONE OF THESE PLEASE ASK FOR A FULL LIST OF THE HOME OFFICE DOCUMENTARY REGULATIONS.  Do you have the legal right to work in the UK?  ☐ Yes ☐ No  If no, what type of work permit do you require? | |
| **Criminal convictions**  In the event of a successful application we will ask for an Enhanced Disclosure from the Disclosure and Barring Service (DBS) as a condition of employment. If you have not undergone a DBS check within the last 3 years, we would arrange this for you. If you have undergone a DBS check, we may require evidence of this. A criminal conviction will not necessarily be a bar to obtaining a position. | |
| **Data Protection**  now>press>play will process the personal data in this application form in accordance with the ***General Data Protection Regulation 2016.*** The personal data will be used for the purposes of recruitment for the position specified in this application form. This application will be retained by now>press>play for a maximum of six months, unless you are the successful applicant for the post, in which case it will become part of your confidential employee record. By signing this form you consent to the processing of sensitive personal data by now>press>play for the purpose of this application. | |
| **Declaration**:  I certify that the information given on this form is, to the best of my knowledge, true and complete. I understand that should my application proceed to an interview, I will be required to produce supporting documentation as evidence of my qualifications, previous experience, and eligibility for employment in the UK. I understand and hereby agree that any false statement or omission may result in my application been withdrawn.  **Signed:**  **Date:** | |

**Equal Opportunities Monitoring Form**

now>press>play is committed to equal opportunities in its employment policies, practices and procedures. To help us monitor the effectiveness of our equal opportunities policy, please fill in the following form. This will be kept separate from you application form and treated in strictest confidence and will be held in accordance with the ***General Data Protection Regulation 2016.***

In signing this form you agree to now>press>play holding and processing the data below for its legitimate business reasons outlined above. **This form will not have any impact on the final recruitment decision.**

Please answer the following questions by ticking as appropriate:

**1 What is your gender?**

☐ Female ☐ Male

**2 Are you registered disabled?**

☐ No ☐ Yes

If yes, please provide details:

**3 How would you describe your ethnic origin?**

|  |  |  |  |
| --- | --- | --- | --- |
| **Asian:** | **Black:** | **White:** | **Dual heritage:** |
| Bangladeshi | African | English | White and Caribbean |
| Chinese | Caribbean | Scottish | White and African |
| Indian | Other: | Welsh | White and Asian |
| Pakistani | Irish | Other: |
| Other: | Other: |

**4. What is your age range?**

|  |  |
| --- | --- |
| 18-24 |  |
| 25 – 34 |  |
| 35 – 49 |  |
| 50 – 59 |  |
| 60+ |  |

**5. Where did you find out about this vacancy?**

**Thank you for completing this application!**