



Title	ISSA Education and Certification Business Development Manager UK & Ireland
Department	<i>EMEA</i>
Reports to	<i>International Education and Certification Director</i>
Hours	<i>Full-time (37.5 hours)</i>

Job purpose

We are seeking an experienced, energetic, driven Business Development professional to establish ISSA education and certification programs in the UK & Ireland. Your main responsibility will be to expand current opportunities, drive new business and to grow revenue. The position is based in the UK.

This role will provide the ideal candidate with the opportunity to join an industry leading organization and have an immediate impact.

The ideal candidate will be a highly self-motivated, detail-oriented professional who can utilise a consultative sales approach to close business.

As Education and Certification Business Development manager you will be responsible for the development, marketing and sales of ISSA training, certification and education programmes in UK and Ireland.

Reporting to the International Education & Certification Director, based in Amsterdam, you will work closely with colleagues, industry professionals, members and potential members to develop a wide range of ISSA training and educational activities that respond to the needs of the UK and Irish cleaning markets.

Duties and Responsibilities

- Sell directly to company owners and decision-makers in targeted cleaning-industry market segments by conducting remote and on-site sales presentations and demonstrations
- Manage all sales activities, from lead generation through close of sale to achieve regional revenue goals and performance KPIs
- Develop and maintain a pipeline of qualified leads and manage key accounts
- Building relationships with partner organisations, associations, industry peers, members and potential new members
- Focus on customer retention and certification renewals
- Promote the brand and raise awareness of ISSA including new memberships
- Inform management of progress by submitting activity and results reports, such as regular call reports, work plans, and monthly and annual analyses using a CRM tool
- Develop account management plans and identify key areas for improvement in the sales process.
- Spot market opportunities for new customers
- Develop innovative training solutions for our customers
- Work closely with programme management and marketing teams to achieve revenue goals
- Facilitate an environment that reflects ISSA positively – every interaction a wonderful experience.
- Answer inquiries and requests about ISSA programmes and their benefits
- Travel to industry events as necessary
- Coordinate and conduct various membership related projects as needed
- Collaborate with other staff as needed
- Other duties as assigned by management as needed

Key Competencies

- Excellent communication skills both written and verbal
- Committed to continuously educating yourself by attending professional workshops, industry events, certification courses, and reviewing professional publications
- People person
- Have a strong business sense and ability to forecast major shifts in the marketplace you work in
- Strong knowledge of the cleaning or facility management industry and an understanding of what drives demand in the market
- Enjoy working with numbers
- Strong negotiator
- Great self – initiative
- Ability to work as part of a small but driven team
- Outstanding attention to detail, organisation skills, ability to meet multiple deadlines and targets
- Excellent customer service skills and outbound calling experience
- Familiar with CRM systems, Adobe Acrobat and Microsoft Office Software
- Experience data analysis and ability to produce and communicate reports
- Able to work within budget

Qualifications

- Experience in the cleaning or facility management industry required
- Business to business, commercial or relationship management experience
- At least 3 years prior experience as account manager or sales person; training and development experience a plus
- Experience in public speaking and ideally delivering training

Working conditions

This position will be required to work from home in UK with travel as needed to meet with customers and prospects.

Direct reports

No direct reports.

Send CV to

Please submit your CV in the first instance to CERATA, the Cleaning Executive Recruitment and Training Agency, admin@cerata.co.uk

About ISSA

ISSA Company Description

As the leading trade association for the cleaning industry worldwide, ISSA is committed to helping its members change the way the world views cleaning. ISSA promotes the vision that cleaning is an investment in human health, the environment, and an improved bottom line.

The association's more than 9,200 members include distributors, manufacturers, manufacturer representatives, building service contractors, in-house service providers, and associated service members. ISSA helps increase professionalism and member success by offering business tools, educational products, industry standards, publications, events, and legislative and regulatory services that specifically focus on the professional cleaning industry and the value it provides.

The association is headquartered in Northbrook, IL, USA, with regional offices in Mainz, Germany; Sydney, Australia; and Shanghai, China. For more information, visit www.issa.com, follow ISSA on social media at www.facebook.com/issaworldwide and www.twitter.com/issaworldwide, or join the discussion in [ISSA- The World Wide Cleaning Industry Association LinkedIn group](https://www.linkedin.com/groups/ISSA-The-World-Wide-Cleaning-Industry-Association-Linked-In-group) at www.issa.com/linkedin.

EMEA Region

While ISSA has been in existence for nearly 100 years, based in the US, its EMEA membership is much newer and still in the development stages. Thus, the EMEA team operates as a small, enterprising start-up, growing awareness and development deeper membership engagement. The EMEA team currently services 1,400 member companies. It hosts multiple member networking events and educational workshops in various countries, represents ISSA at various exhibitions throughout the region and is developing a growing list of business tools and resources within key countries of the EMEA region.

ISSA is an equal employment opportunity company.

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