

Human Resources Department

Job Description

Post Title:	Senior Business Development Partner
Faculty/Department:	Henley Business School, Africa
Reports to:	Head of Sales
Location:	South Africa (pan-African travel required)
Employment Type:	Full-Time

Purpose of the Role

The Senior Business Development Partner will be responsible for promoting and selling Henley Business School's academic and executive education programmes to private and public sector organisations across Africa. The role requires a consultative sales approach to build lasting relationships with clients, develop tailored solutions, and drive revenue growth with a focus on profitability.

This is a senior role that combines strategic business development, client relationship management, and collaboration within a high-performing sales team to achieve Henley Africa's financial and business objectives.

Success Scenario: A Vision for Impact

What does transformative success look like in this role? Here's the story of a future you could create:

Year 1: Building Foundations, accelerating growth

You've spent your first year forging strategic alliances with C-Suite and HR directors at pan-African corporations, as well as key government ministries. By focusing on high-margin, customised executive education programmes, you've secured three multi-year contracts, directly contributing to a significant increase in Executive Education profitability.

- **Client Impact:** You co-designed a leadership development programme for a large multi-national corporation, resulting in a 25% increase in their internal promotions. This success story is now a case study used in Henley’s global marketing.
- **Pipeline Growth:** Your disciplined CRM management has increased qualified leads by 30%, with a **20% conversion rate** – well above the 15% target.
- **Market Expansion:** you’ve expanded Henley Africa’s footprint into **two new African markets**, including Kenya and Nigeria. These markets are now generating leads, with one major deal in the pipeline for next year. You’ve established relationships with key decision-makers in these regions, laying the groundwork for Henley Africa’s continued growth.

Year 3: Profitability Achieved; Leadership Cemented

Three years in, Executive Education has more than doubled in new revenue, powered by your ability to sell premium solutions. Henley Africa is the undisputed leader in corporate leadership development across Anglophone Africa, with growing traction in Francophone markets.

- **Transformational Partnerships:** You’ve expanded Henley’s presence into **five new African markets**. In each market, you’ve built relationships with industry leaders, government officials, and NGOs, positioning Henley as the go-to provider for leadership development and executive education. Your client portfolio includes some of the most prominent organisations in Africa, from multinational corporations to government entities. You’ve secured multi-year contracts with several key accounts, ensuring a steady stream of revenue and growth opportunities.
- **Revenue Milestones:** Your client portfolio generates **ZAR 100M annually**.

Your influence extends beyond sales. You’ve worked closely with academic teams to develop new, cutting-edge programmes tailored to the African business context. These programmes are highly sought after and have elevated Henley Africa’s reputation as a thought leader in executive education.

Your contributions have helped Henley Africa achieve ZAR 500 million in annual revenue, with a net margin exceeding 15%. The team is stronger than ever, and you are seen as a mentor and leader, inspiring others to achieve excellence.

The Role

What is required for you to be successful in this role:

Key Responsibilities

1. Strategic Revenue Generation

- Achieve **monthly and annual sales targets** through consultative selling of Henley's MBA, executive education, and open programmes.
- Increase profitability in the **Executive Education division** (by securing high-margin corporate/government contracts).
- Negotiate pricing in deals to meet **allocated margin goals**, aligning with Henley Africa's shift from growth to profitability.

2. Client Relationship & Pipeline Management

- Proactively build long-term relationships with HR leaders, C-suite executives, and public-sector decision-makers.
- Develop a **targeted sales plan** to identify, qualify, and convert leads into multi-year partnerships.
- Maintain a **15%+ conversion rate** on qualified leads and respond to inquiries within **1 hour** to maximise opportunities.

3. Market Expansion & Collaboration

- Expand Henley's footprint in high-growth African markets (e.g., Nigeria, Kenya, Ghana) through sector-specific strategies (e.g., fintech, renewable energy).
- Collaborate with sales and academic teams to cross-sell programmes (e.g., MBA candidates into executive education).
- Represent Henley at industry events, trade fairs, and seminars to enhance brand visibility and thought leadership.

4. Solution Design & Delivery

- Partner with faculty to co-create **bespoke programmes** addressing client challenges (e.g., leadership development, digital skills).
- Translate client objectives into ROI-driven proposals, leveraging Henley's Financial Times-ranked executive education offerings.

5. Operational Excellence

- Optimise CRM processes to track leads, pipeline progress, and client interactions.
- Contribute to tender document compilation and post-submission follow-up to secure large-scale contracts.
- **6. Collaborate Within the Sales Team**
- Work collaboratively with colleagues in the sales team to maximise productivity and effectiveness.
- Share insights about market trends, client needs, and opportunities to enhance team performance.
- Identify and promote cross-selling opportunities across Henley's portfolio of programmes and services.

Success Looks Like

- **Within 6 Months:**
 - Increase executive education profitability by **30%** through premium contracts.
 - Achieve a **15%+ lead conversion rate** and respond to 100% of inquiries within 1 hour.
- **Within 12 Months:**
 - Secure **ZAR 50M+ in revenue** with an increase in **profitability** across corporate/government accounts.
 - Establish Henley as a preferred partner in **2 new African markets**.
- **Long-Term Impact:**
 - Transition Executive Education to profitability.
 - Position Henley Africa as the continent's **#1 provider of leadership development solutions**.

Person Specification

Candidate Profile

What you bring to this role

Skills & Experience

- **Essential:**
 - 5+ years in B2B sales/business development, with a focus on consultative selling.
 - Proven ability to meet sales targets in executive education, corporate training, or related fields.
 - Expertise in CRM tools (e.g. HubSpot) and pipeline management.
 - Strong negotiation, presentation, and proposal-writing skills.
- **Advantageous:**
 - 10+ years' experience, preferably in a business school or higher education environment.
 - Network of contacts across African corporate and government sectors.

Knowledge & Education

- Bachelor's degree in business, marketing, or a related field.
- MBA or postgraduate qualification in a relevant field is strongly preferred.
- Deep understanding of **African business dynamics**, including public-sector procurement and private-sector challenges.
- Familiarity with adult learning principles and programme design.
- Understanding of programme costing models and financial management.

Personal Attributes

- **Resilient Closer:** Tenacious in navigating complex sales cycles and overcoming rejections.
- **Strategic Thinker:** Balances immediate revenue goals with long-term client relationships.
- **Collaborative Leader:** Works seamlessly with academic, sales, and operational teams.
- **Growth-Mindset:** Consistently develops self and contributes to upskilling the rest of the Henley-Africa team.
- **High-Energy Performer:** Thrives under pressure and adapts to shifting priorities.

Why Join Henley Africa?

- **Global Impact, Local Relevance:** Leverage Henley's 30-year legacy in Africa and triple-accredited global MBA.
- **Autonomy & Influence:** Shape strategy for a business generating **ZAR 300+M revenue** with 2,000+ annual graduates.
- **Transformational Mission:** Lead the turnaround of Executive Education, directly contributing to Henley's financial sustainability.

Application Process

Note: This role requires flexibility, including occasional evening/weekend work for client events. Henley Africa is committed to fostering a culture of collaboration, innovation, and measurable impact.

Supervision received

This role reports to the Head of Sales. The post holder will be expected to work independently and to lead the area of responsibility and be capable of directing the School within agreed guidelines and to specific deadlines.

Supervision given

None

Contact

Terms and conditions

A full-time post located at Henley Business School, SA. Working hours are 40 hours per week. Due to the nature of the role, after hour work may also be required. Overtime is not payable. Core office opening hours are 8:30 to 17:00 Monday to Friday, or in accordance with the hours associated with the post.

This document outlines the current duties required for this post to indicate the level of responsibility. It is not a comprehensive or exhaustive list, and the line manager may vary duties from time to time which do not change the general character of the job or the level of responsibility entailed. As such the post holder will be required to grow his/her career and take on new responsibilities.