



English Path Head Office
891 Greenford Road,
Greenford, London,
United Kingdom, UB6 0HE
info@englishpath.com
+44 20 4534 0788

JOB DESCRIPTION

JOB TITLE: Business Development Manager

REPORTS TO TITLE: Regional Manager

BUSINESS FUNCTION/ SUB-FUNCTION: Sales

LOCATION: MENA

ABOUT ENGLISH PATH:

English Path is a rapidly growing, global English language school that empowers students of all ages through language learning and cultural experiences. English Path has expanded significantly since its foundation, establishing modern campuses, and professional learning environments in the UK, Europe, North America, and the Middle East.

We provide a diverse range of courses, including General English, Academic and Exam preparation, and Professional Certificate programmes. Our curriculum is designed to not only encourage students to enhance their language skills, but also facilitates immersion into the local culture through themes which connects the classroom to social activities which take places after classes and are a key part of our offer. We also offer additional ancillary services such as high-quality accommodation, student insurance and transfers.

By joining English Path, you will be immersed in a talented, passionate, and dynamic group of professionals who are focused on one clear vision; to transform lives through education. Find out more about us here: www.englishpath.com.

MISSION:

To provide high-quality, motivating English courses that stimulate and challenge students so they can learn, grow, and excel.

VISION:

To change lives through education that makes a fundamental difference to living standards and access to learning.

ROLE PURPOSE:

The primary role of a Business Development Manager is to play a pivotal role in driving growth and expanding our market presence in the MENA region. The Business Development Manager will be responsible for identifying new business opportunities, building strategic partnerships, and fostering relationships with key stakeholders in the education sector as well as growth through student recruitment and report to the Regional Manager responsible for the assigned region.



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ROLES AND RESPONSIBILITIES:

1. Market Research and Analysis:

- Conduct thorough market research to identify trends, opportunities, and potential areas for business expansion in the ELT industry.
- Analyze competitor activities and market dynamics to stay ahead of industry developments.

2. Business Strategy Development:

- Develop and implement comprehensive business development strategies aligned with organizational goals and objectives.
- Collaborate with the leadership team to create innovative approaches to penetrate new markets and enhance our ELT product offerings.

3. Client Relationship Management:

- Build and maintain strong relationships with key clients, including educational institutions, language schools, and other relevant stakeholders.
- Understand client needs and requirements, ensuring effective communication and delivery of solutions that meet or exceed expectations.

4. Partnership Building:

- Identify and establish strategic partnerships with publishers, technology providers, and other industry players to enhance our ELT product portfolio.
- Negotiate and finalize partnership agreements to drive mutual success.

5. Sales and Revenue Generation:

- Drive the sales process from lead generation to closure, meeting, and exceeding sales targets.
- Develop and implement effective sales strategies, pricing models, and promotional activities to maximize revenue.

6. Product Knowledge and Training:

- Stay updated on industry trends and advancements in ELT products and services.
- Provide training and support to the sales team, ensuring a deep understanding of our offerings and effective communication with clients.

QUALIFICATIONS:

- Bachelor's degree (desirable).
- Junior level with 2 to 3 years of work experience.



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ESSENTIAL SKILLS AND EXPERIENCE:

Skills and Qualifications:

- Fluent in English (essential – minimum C1 level)
- Proven track record of successful business development in the ELT industry.
- Experience in International Education and English Language sector preferred.
- Exceptional negotiation skills.
- Strategic thinking and ability to execute plans effectively.
- Demonstrated ability to work independently and collaboratively.
- Proficiency in using social media.
- Strong phone and video calling presence and experience.
- Ability to multi-task, prioritize, and manage time effectively.
- Understanding cultural sensitivity, tact, and diplomacy, with the ability to remain calm in difficult situations.
- Evidence of collaborative work with colleagues in developing plans or strategies.
- Ability to work flexibly as required, including evenings and weekends.

Behaviors and Attributes:

- Confidence, enthusiasm, empathy, and friendliness.
- Flexibility and a positive attitude.
- Professional appearance.
- Approachable and friendly.
- Willingness to go the extra mile.
- Takes ownership of tasks.
- Addresses issues positively.
- Proactive communication.
- Active listening skills.
- Respectful and values students, parents, and other customers.
- Ability to travel.

OTHER INFORMATION:

The Business Development Manager will also be expected to demonstrate their commitment:

- To EP values and regulations, including equal opportunities policy.
- To EP's Social, Economic and Environmental responsibilities and minimise environmental impact in the performance of the role and actively contribute to the delivery of EP's Environmental Policy.
- To EP's Health and Safety responsibilities to ensure their contribution to a safe and secure working environment for staff, students, and other visitors to the campus.

This job description is not designed to cover or contain a comprehensive listing of activities, duties or responsibilities that are required of the employee. Other duties, responsibilities and activities may change or be assigned.