

Growth Consultant

Job Types: Full-time, 9-month FTC with potential to extend

Salary: Up to £25,000

Who are we?

UpSkill Digital is a training and digital empowerment agency with a fresh and dynamic approach to learning. Our mission? To empower businesses and individuals to succeed through technology by running innovative virtual and in-person workshops on a global scale.

We're fast thinkers and quick do-ers with a meticulous eye for detail, holding our work to an incredibly high standard. We help some of the world's best-known brands think big and scale their learning programs at pace, and we love what we do.

What are we looking for?

Reporting to the Growth Manager, you will drive new business opportunities and convert business development leads. As a data-driven, goal-orientated growth catalyst, with the product knowledge and expertise to consult clients on their learning needs, strategic goals and regularly report on your pipeline Progress.

You are forward-thinking with a growth mindset that is able and ready to recognise and identify new business opportunities and proactively work with the team to reach out and foster these opportunities across multiple channels.

*It'd be a bonus if you also:

- Have experience in the areas of learning management or digital transformation
- Have experience with digital content creation
- Proven track record of securing business from large organisations with a prolonged sales cycle and worked with CRM systems

What's the job exactly? Main duties will include:

OUTBOUND & INBOUND

- Define and refine client personas and target groups (e.g **HR Managers**, L&D Managers, Training Managers, HRBPs, CLO)
- To identify and qualify new prospects through multi-channel outbound growth activities, including video calls/phone calls, LinkedIn, email and other social mediums
- Work through our growth strategy and new business process flow to generate and nurture new prospects
 - ◆ Cold call into prospects generated by a variety of outside sources where necessary
- Respond, engage and qualify inbound leads and inquiries generated by our Marketing agency, build and maintain a pipeline within inbound opportunities and by prospecting.
- Identify strategic customer opportunities and create value-driven plans to develop new business.
- Delivering advice to customers on their learning strategy and implementation
- Match client needs with the most suited UpSkill Digital product(s).
- Owning the growth cycles from start to finish (from prospecting to closing)
 - ◆ Leveraging off team strengths where necessary to bring on board the relevant and necessary team members in order to move prospects through the pipeline
- Schedule scoping meetings, and pitches for all prospective clients

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- Develop proposals that present outcome-driven learning journeys that successfully position UpSkill Digital's capabilities, exceed customer expectations and align with their short and long term goals with clear impact
 - ◆ Leveraging off existing templates and necessary team member expertise where needed
- Build and execute a nurture & win-back strategy for closed leads by educating and developing prospects
- To take prospects on an immersive sales journey; working with their Learning and Development and Finance teams to agree on a deal personal to their training and skills needed
- To develop Sales partnerships and referral models to drive a pipeline of leads
- To liaise with the Learning Design team to ensure that the content creation translates to the clients' training and skills needed
- To develop Sales partnerships and referral models to drive a pipeline of leads

PRODUCT & CRM

- Understand key product knowledge across all B2B, Digital Transformation, CSR learning material including concepts and learning outcomes
- Drive our market research including competitor analysis, industry trends and learner analysis
- Create target prospects lists and penetrate key accounts defined by company size, turnover and industry
- Maintaining accurate activity and lead qualification information in CRM (Hubspot Sales)
- Update the CRM with clear and accurate information about each SQL interaction (Linkedin, Phone call, Email)
- Manage our CRM (Hubspot Sales) to track pipeline, communication and establish a culture of sales across the company

TARGETS & REPORTING

- Specific targets linked to individual growth pods within the client services team
- Targets to be reviewed, updated and shared on a quarterly basis
- Share weekly prospects/leads list (including industry & persona targeting) no later than 11 am Monday
- Produce an EOW report (from Hubspot) on the following:
 - ◆ Call volume
 - ◆ Calls connected
 - ◆ Linkedin/email volume
 - ◆ Lead stage progression
- Share your monthly forecast no later than the 25th of each month

What we offer you

- Agile working environment
- Internal well-being initiatives
- Jam-packed company social schedule
- Cycle Scheme and Tech Scheme



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- Unlimited holiday
- Access to learning and development opportunities, allowances and loans

Does this sound like you? Then get involved!

We would love to get a feel for your approach and personality, so if you feel you would be a great fit, please submit your CV and a video that is no longer than 2-3 minutes.

The video should include:

- What is the most valuable lesson you learnt from your current/previous role?
- Best describe your approach to gaining new business?
- What are your best attributes in managing projects?

UpSkill Digital is committed to creating a diverse and inclusive workforce. We pride ourselves on being an equal opportunity employer. All relevant and qualified applicants will be considered regardless of religion, gender, sexual orientation, disability and age.