

JOB DESCRIPTION

- POST:** Business Development Officer
- MODE of EMPLOYMENT:** On two years' Contract (*with the possibility of permanent employment subject to satisfactory performance during contractual period*)
- SALARY:** In the range of Rs 27,400 – Rs. 62,700 (*Salary will be commensurate with qualifications and experience*)

QUALIFICATIONS:

A degree in Marketing or Business Management or Business Administration from a recognised institution

OR

Equivalent qualifications acceptable to the Board of Civil Service College, Mauritius.

EXPERIENCE:

At least three (03) years' experience in business development and/or marketing/public relations.

Candidates should also:

- (i) possess good organisational, administrative and managerial skills;
- (ii) possess excellent communication and interpersonal skills; and
- (iii) be proficient in information technology.

Candidates should produce written evidence of knowledge and experience claimed.

ROLE AND RESPONSIBILITIES:

To develop business and marketing plans, in coordination with the Director General, to promote the training programmes and facilities (Auditorium, Conference rooms, etc) of the CSCM.

DUTIES:

1. To liaise with key stakeholders to identify, formulate, design, and market training programmes, seminars & workshops.
2. To market the facilities (Auditorium, conference/training rooms) and training logistics of the College
3. To build strong relationships with stakeholders to understand their training needs and develop relevant courses.
4. To perform training needs research to identify training needs and engage with stakeholders to establish strategies to develop training programmes.
5. To create and develop training proposals for existing and new clients.
6. To carry out research of the market for identifying new business opportunities.
7. To respond to the client queries in a timely fashion.
8. Develop creative strategies to retain clients, including interviewing them to take their feedback and incorporate it into the growth plan.
9. Prepare the annual marketing budget and plan for training courses and facilities of the College.
10. Develop in-depth knowledge about business development practices, marketing activities, prospective clients and trends.
11. Maintain a knowledge repository of clients, prospects and presentations.
12. Develop strong customer relationships in order to generate high volume of prospective clients.
13. Manage clients' calls and appointments effectively for new business opportunities.
14. Participate in relevant forums and conferences as a representative of the CSCM.
15. To effectively manage the projects and programmes of the CSCM.
16. To establish a sound communication network and to ensure effective communication at all levels within the College.

17. To perform such other duties directly related to the main duties listed above or related to the delivery of the output and results expected from the Business Development Officer in the roles ascribed to him/her.

Note: The Business Development Officer may be required to work outside normal office hours including Saturdays, Sundays and Public holidays.