

Job Title: International Corporate Training Market Developer

SOC Code: 2312: One of the relevant SOC codes for professionals in this field might be 2312e

Salary: £36,000 to £52,000 pa

Location: Luton

Full time

Job Overview: An International Corporate Training Market Developer is responsible for researching, strategizing, and executing plans to expand corporate training services into international markets. They identify new business opportunities, forge strategic partnerships, and ensure that training offerings are tailored to meet the unique needs of international clients.

The role: The role of an International Corporate Training Market Developer involves identifying and pursuing opportunities to expand a company's corporate training services into international markets. These professionals play a critical role in growing the organization's global presence and revenue by identifying new markets, clients, and partnerships

Key Responsibilities:

1. **Market Research:** Conduct extensive research to identify target markets and industries in different countries where the company's corporate training services could be in demand.
2. **Market Analysis:** Assess market dynamics, including competition, regulatory requirements, economic conditions, and cultural factors that may impact market entry and success.
3. **Market Entry Strategy:** Develop market entry strategies and business plans that outline goals, timelines, and resource requirements for expanding training services internationally.
4. **Partnership Development:** Identify and establish strategic partnerships with international organizations, institutions, or training providers to enhance market access and credibility.
5. **Product Adaptation:** Collaborate with instructional designers and trainers to adapt training programs and content to suit the cultural, linguistic, and business context of target markets.
6. **Sales and Business Development:** Actively pursue and secure contracts or agreements with international clients for corporate training services.
7. **Global Sales Team Support:** Provide support and guidance to the sales team in understanding international markets, client needs, and competitive advantages.
8. **Compliance and Regulatory Adherence:** Ensure that all international operations comply with relevant local laws and regulations related to training and education.

9. **Marketing and Promotion:** Develop marketing and promotional strategies to create brand awareness and attract international clients to the company's training programs.
10. **Financial Planning:** Prepare and manage budgets for international market development activities, monitoring expenses and revenue generation.
11. **Market Expansion Tracking:** Continuously monitor market expansion initiatives, evaluate progress, and make necessary adjustments to achieve growth targets.
12. **Client Relationship Management:** Establish and maintain strong client relationships, seeking feedback to improve training services and adapt to changing client needs.
13. **Reporting and Analysis:** Provide regular reports and analysis on international market development activities, including market trends, competitive intelligence, and financial performance.

Qualifications:

1. **Education:** A bachelor's or master's degree in business, international relations, marketing, or a related field. Additional certifications in international business or market development are advantageous.
2. **Experience:** Extensive experience in business development, sales, or marketing with a proven track record of expanding business into international markets. Experience in the corporate training or education sector is preferred.
3. **Market Knowledge:** In-depth knowledge of international business practices, cultural diversity, and the corporate training landscape in various regions.
4. **Networking Skills:** Strong networking and relationship-building skills to establish connections with key stakeholders and potential clients in international markets.
5. **Strategic Thinking:** The ability to think strategically, set clear objectives, and create actionable plans for international market expansion.
6. **Cross-Cultural Competence:** Proficiency in cross-cultural communication and understanding, with the ability to navigate cultural differences and build relationships effectively.
7. **Communication Skills:** Exceptional verbal and written communication skills, with the ability to convey complex ideas clearly and persuasively.
8. **Negotiation Skills:** Proficiency in negotiation and contract management to secure agreements with international clients and partners.
9. **Analytical Skills:** Strong analytical skills to assess market data, trends, and performance metrics to make informed decisions.
10. **Cultural Sensitivity:** Cultural awareness and sensitivity to adapt marketing strategies and training offerings to different cultural contexts.
11. **Adaptability:** Flexibility and adaptability to navigate diverse international markets with varying needs and challenges.

To apply? Pls forward your CV to admin@prospectsds.com or call Tel: 01582 414 144, use course title as your reference.