



**Strathmore**  
UNIVERSITY  
BUSINESS SCHOOL



## **SBS VACANCY ANNOUNCEMENT**

**JOB TITLE:** Business Development Manager - Coaching

**DEPARTMENT:** Executive Coaching and Mentoring

**REPORTING TO:** Director, Executive Coaching and Mentoring

**JOB PURPOSE:** To market and sell Coaching programs in liaison with the Director Coaching and Executive Education (the Heads of the other units, Custom Solutions, open programs, entrepreneurial programs) and the academic programs on tailor-made coaching programs while building and cultivating sustainable key relationships with potential public and commercial partners, nationally and regionally. The ideal candidate would need to have considerable experience in coaching, consultancy solutions, client advisory, proposal writing, and presentation.

### **MAIN DUTIES AND RESPONSIBILITIES:**

#### **1. SALES:**

- Market the SBS coaching products to internal and external SBS clients and stakeholders through stakeholder meetings, conferences, workshops, and events in order to enhance visibility of the SBS coaching programs and products.
- Consulting, assessing, and proposing tailored coaching solutions to meet clients' unique needs, respond to upcoming trends, and promote the business success of clients.
- Targeting new clients for business development and proposing new initiatives for existing clients, to increase sales opportunities and achieve personal and team financial targets.
- Lead and contribute to proposal writing for new business opportunities and client engagements.
- Developing and maintaining relationships with new and existing clients, developing industry linkages to sustain SBS as their knowledge partner in transforming Africa leaders. Presenting to and consulting with clients' senior management on business trends with a view to developing effective custom solutions.

- Continually devise ways to increase customer experience and deepen client/partner relationships and maintain lasting client and partner relationships.

## **2. MARKETING:**

- Analyzing and managing stakeholders to maintain a close engagement and relationship with the market.
- Undertaking continuous business intelligence to understand client needs at the organization, industry, and country level to ensure proposal of relevant and timely executive coaching and consultancy solutions.
- Tracking client satisfaction with frequent client review meetings and effective evaluation of programmes and consultancy engagements.

## **3. Operational Excellence:**

- Supporting faculty members to ensure delivery of client promise and delivery of expected outcomes to the clients.
- Initiating and driving the program review process in liaison with the Director, Executive Coaching and Mentoring, Academic directors, and the programme management team.
- Preparing internal management reports and client reports as required, to support data-driven decision making for enhanced client relations and effective process improvement.

## **4. Key Account Management:**

- Develop long-term planning and forecasting of each key account.
- Setting specific goals and objectives for each key account.
- Managing buying cycles and their impact on the sales strategy..
- Developing and maintaining key accounts in turbulent market conditions

## **JOB REQUIREMENTS:**

The post holder will be required to have and demonstrate evidence of the following qualifications, attributes, and skills:

- Bachelor's degree in a business-related area. Master's degree will be an added advantage.
- Minimum 5 years relevant working experience in business development with proven experience in sales, coach management, managing client relations, and key account management. Direct experience in consultancy will be an added advantage.

## **Key Competencies and Skills:**

- Ability to guide coaching leaders in designing effective coaching solutions which will achieve desirable business results.

- Good research, planning and reporting skills. Excellent business communication and etiquette skills with a flair for pitching.
- Ability to analyze data from various sources including a thorough understanding of how business work and where opportunities lie.
- Demonstrated ability to build and maintain key client relationships.

If you are interested in the position and have the skills we are looking for, we would like to hear from you. Please forward an application letter together with a copy of your updated resume quoting '**Business Development Manager – Coaching**' to the People and Culture Manager, Strathmore University Business School, on [careerssbs@strathmore.edu](mailto:careerssbs@strathmore.edu) by end of the day (5.30 pm) **Friday, 1<sup>st</sup> August 2025**.

Due to the large number of applications, we may receive, only the shortlisted applicants will be contacted.

Please be advised that Strathmore University Business School is an equal opportunity employer and does **NOT** ask for money from applicants under any circumstances during its recruitment process. Interested applicants are encouraged to exercise caution upon receiving any such interview opportunity that requires payment of any money.