



Business Development Manager
Part-time | Flexible working | 3 days per week

About DaCapo Online

DaCapo Online is a digital music education platform for nursery and primary schools. It has grown out of the work of the **DaCapo Music Foundation** and brings together DaCapo's extensive experience in music education with an accessible, engaging online programme for teachers and children.

The programme is designed particularly to support class teachers who may have little formal musical training, providing a progressive curriculum of songs, activities and guided lessons which develop children's musical understanding and skills.

We are now looking for an enthusiastic and personable Business Development Manager to help us introduce **DaCapo Online** to more schools, teachers and Music Hubs across the UK.

The role

This is an exciting opportunity for a someone who is interested in developing experience in sales and marketing within music education.

Working closely with an **experienced sales and education consultant**, you will help to develop relationships with schools, Music Hubs and others to introduce them to DaCapo Online and support them through the process of becoming users.

You will receive regular guidance, training and support from the consultant, while gradually developing the confidence and skills to take responsibility for your own contacts and sales activity.

The role will combine **sales, administration and social media**, making it particularly suitable for someone who enjoys variety, working with people and communicating ideas.

Responsibilities include

Sales and business development

- Research and identify potential schools, Music Hubs and other organisations that could benefit from **DaCapo Online**.
- Make initial contact with prospective customers by email, telephone and other appropriate channels.
- Arrange demonstrations, meetings and follow-up conversations.
- Follow up enquiries and maintain regular contact with prospective customers.
- Introduce **DaCapo Online** clearly and enthusiastically, explaining its benefits to teachers and music educators.
- Keep accurate records of contacts, enquiries and sales activity.
- Help to build long-term relationships with schools, Music Hubs and other organisations.

Administration

Build and maintain the sales and contact database (monday.com).

- Prepare and send emails, information and follow-up material.
- Organise demonstrations, meetings and online presentations.
- Monitor enquiries and ensure that potential customers receive prompt and helpful responses.

Social media and communications

- Develop **DaCapo Online's** presence on social media.
- Create and schedule engaging posts and content for relevant audiences.
- Share news, resources, testimonials and examples of **DaCapo Online** in use.
- Identify opportunities to raise awareness of **DaCapo Online** within the music education community.
- Prepare newsletters, promotional material and other communications.

Training and support

You will work under the supervision and guidance of a highly experienced consultant with extensive knowledge of sales, education and the music sector.

The intention is to provide a supportive environment in which you can learn how to:

- communicate effectively with schools and education professionals;
- understand the sales process from initial contact through to conversion;
- use CRM/contact-management systems (monday.com)
- understand the music education market; and
- build confidence in representing an innovative educational product.

You will not be expected to arrive with extensive sales experience. **Enthusiasm, initiative, good communication skills and an interest in music education are more important.**

About you

We are looking for someone who is:

- A good musician with a strong background and interest in music.
- Enthusiastic about music education and the opportunities it can provide for children.
- Friendly, confident and comfortable communicating with people by phone, email and online.
- Well organised and able to manage a varied workload.
- Proactive and willing to pick up the phone and make new contacts.
- A good written and verbal communicator.
- Comfortable using social media and interested in digital communication.
- Able to work independently while also responding well to guidance and feedback.
- Reliable, professional and conscientious.
- Curious and willing to learn.
- Ideally a driving licence.

What we offer

- A flexible, part-time role suitable for someone developing their career.
- Direct mentoring and support.
- The opportunity to gain practical experience in sales, marketing and business development.
- The opportunity to develop an understanding of the UK music education sector.
- The chance to work with an established music education organisation and an innovative digital music programme.
- A friendly and supportive working environment.
- Opportunities to develop the role as DaCapo Online grows.
- An initial salary of 18,000 for the three day week. Expenses will also be covered if attending meetings with schools, conferences etc.

Hours and location

This is a **part-time role**, with hours to be agreed according to the needs of the programme and the successful candidate. The role will involve a combination of remote working and online communication, with occasional meetings or events as appropriate.

To apply

Please complete the online form: <https://wkf.ms/4yJN45r>

Please also upload a CV and a short covering letter explaining your interest in and suitability for the role (or you can write this on the form).

DaCapo is committed to providing high-quality music education and to making meaningful musical experiences accessible to as many children as possible.

