



## Job Specification

**For: Head of Business Development - Mixed Reality Training Solutions**

Ref: VR/01432

### Job Description

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**Location:** Kent / Hybrid

**Package:** £75K + Great benefits and prospects

**Reporting to:** Growth Director

Unique opportunity as Head of Business Development to help transform the way defence and public-sector organisations train their people.

We are proud to represent this training company who is at the forefront of delivering innovative training solutions that combine operational expertise with cutting-edge immersive technologies which are changing how military and public-sector organisations develop capability.

We're looking for a commercially driven Business Development leader who understands how to sell strategic technology solutions - not products - to complex customers across defence, military, government, public sector, blue-light and critical national infrastructure.

This is an opportunity to shape how organisations prepare people for increasingly demanding operational environments.

### The Role

This is a strategic, customer-facing role focused on developing internal leads and creating and winning new business.

Working in a small growth directorate team, the Head of Business Development will identify opportunities long before procurement begins, build relationships with senior military, government and industry stakeholders, and work alongside technical specialists to shape innovative training solutions that deliver measurable operational outcomes.

Rather than selling a catalogue of products, you'll help customers solve complex training challenges using immersive technologies, simulation and integrated learning solutions. Success will come from understanding customer capability gaps, influencing future requirements and bringing together the right technical expertise to create compelling, differentiated solutions.

### Activities:

- Develop and qualify strategic opportunities across defence, military, government and adjacent sectors.
- Build trusted relationships with senior military officers, government leaders, procurement teams and industry partners.
- Position the company's immersive training capabilities, including Mixed Reality, Virtual Reality, Augmented Reality and simulation technologies, as solutions to complex operational and training challenges.

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- Plan, lead and coordinate team-based pursuits, bringing internal experts, Insight, Solutions and external partners into the right conversations at the right time.
- Translate complex technical capabilities into compelling business outcomes for senior decision-makers.
- Navigate long, complex sales cycles involving multiple stakeholders, procurement routes and technical evaluations.
- Shape customer requirements and influence opportunities from early engagement through to contract award.
- Maintain a disciplined pipeline, ensuring opportunities are qualified, strategically aligned and commercially robust.

#### **The Person:**

- A proven track record of selling complex solutions into defence, military, government, blue-light or other highly regulated sectors.
- Demonstrable success creating opportunities rather than simply responding to tenders.
- Experience influencing senior stakeholders, including military officers, government decision-makers and executive-level customers.
- The ability to lead multi-disciplinary business development campaigns involving technical experts, delivery teams and external partners.
- Strong commercial acumen and experience managing high-value, consultative sales opportunities.
- A structured approach to opportunity qualification, stakeholder mapping and strategic pursuit planning.
- An interest in selling immersive learning, simulation or training technologies.

#### **Desirable**

- Understanding of associated procurement and capability development.
- Familiarity with recognised sales methodologies such as Challenger, Miller Heiman, MEDDIC or Sandler.

You'll work with experts in defence, training and simulation to deliver solutions that improve readiness, enhance performance and reduce training risk.

This is a high-profile role with the opportunity to influence major programmes, develop strategic customer relationships and help shape the future of immersive training across defence and adjacent sectors.

Benefits: 37-hour working week, generous holidays (6 weeks + banks holidays), pension scheme, private healthcare, access to on-site gym, mental health wellbeing, sick pay, cycle to work scheme, and ongoing professional development.

The company is committed to creating a diverse and inclusive workplace, all applications will be considered. They provide support through Mental Health First Aid and Coaching and Mentoring schemes, are accredited Investors in People, ISO accredited and have a Gold Award in the Medway Healthy Workplaces Programme and have won several Health & Safety awards.

The company has a long and very successful partnership contract based at the Royal School of Military Engineering, Brompton Barracks. They are passionate about the success they deliver their learners, partners, and local communities, empowering their people to be ambitious, solution-focused, proactive, and creative thinkers. Their values, commitment to learner success, investment in people, collaboration through partnership to achieve shared goals, innovation to prepare for tomorrow, and courage to embrace opportunities, guide

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everything they do. Together, they support their vision: to become the UK's premier skills development partner, harnessing innovative solutions to equip clients for the future.

Full Job Description is available on request.

Armed Forces Covenant – We will offer guaranteed interviews to military veterans if they meet the selection criteria.

All posts are subject to a Disclosure and Barring Service application. The company follows the DBS Code of Practice.

Compiled by : **Fiona Louch**  
Compiled on : **07/10/26**

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