

Candidate Information

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| Position: | Head of Strategic Partnerships & Engagement |
| School/Department: | Queen's Management School |
| Reference: | 19/107757 |
| Closing Date: | Tuesday 10 September 2019 |
| Salary: | £51,630 - £59,828 per annum |
| Anticipated Interview Date: | Thursday 26 September 2019 |

JOB PURPOSE:

Lead on developing new and existing strategic partnerships with the private, public and third sectors locally and globally for Queen's Management School's William J Clinton Leadership Institute, such as the large public and private sector organization and umbrella bodies in the third sector. Ensure that the Institute is identifying and nurturing partnerships that will deliver to the business plan and provide high quality leadership development interventions to clients.

The post holder will work with the Director of Executive Development and play a leading role on all external engagement, marketing and communications activity, including managing marketing and communications staff.

Working with the sales and marketing team this individual will be responsible for doubling the revenues on behalf of the Institute.

MAJOR DUTIES:

1. To develop strategic partnerships with private, public and third sector stakeholders nationally and internationally that will help to strategically position the Management School as a leading provider of accredited executive education.
2. To lead on the promotion of The William J Clinton Leadership Institute as a leading provider of accredited executive programmes within the UK, Ireland and further afield.
3. To manage all Institute stakeholders and to work with key staff in the School to establish and maintain the school's Institutional Partnerships.
4. To develop an Institute Strategic Partnerships and Engagement Strategy (including Marketing and PR strategy) at an international level to elevate the Institute's reputation as a world class provider of accredited and bespoke executive education.
5. To lead on all marketing and market communication activities, including responsibility for marketing and communications staff. Where appropriate this will require liaison with QUB Marketing, Recruitment, Communications and Internationalisation Directorate (MRCI) and other external agencies.
6. To deliver on Institute KPIs owned by the postholder, and to support and contribute to other key targets as appropriate.
7. Where required, to represent the William J Clinton Leadership Institute at School and University committees and working groups. To provide regular reports to appropriate committees as required.
8. To work with the Academic Director and the Director for Executive Development to develop, curate and manage impactful events which enable Queen's Management School to engage and disseminate knowledge to alumni, stakeholders, industry and the broader general public.
9. To work collaboratively alongside other senior members of the Institute to deliver a significant growth in business income to meet financial and other relevant targets. To act as lead in the writing of large tender proposals.
10. To represent the Institute at external events to promote and present the executive education offering in a number of contexts.
11. To include regular national and international travel and any other duties as may reasonably be expected.

Planning and Organising:

1. Seek to maximise and project the Institute's impact through the creation of strategic partnerships with appropriate stakeholders.
2. To undertake strategic market analysis with the intention, where appropriate, of helping to align executive education activities with stakeholder needs and opportunities.

3. To develop the Institute's marketing and communications strategy including planning and implementation.
4. To contribute strongly to overall Institute's strategic planning and implementation.
5. To undertake all administrative tasks associated with the post, with projects, tenders and contracts created and to ensure delivery of these on time.

Resource Management Responsibilities:

1. To develop and manage Institute engagement and related budgets to ensure maximum value is delivered for resources deployed.
2. Management and recruitment of staff to achieve marketing and communication objectives, as appropriate.
3. To set and prioritise personal day to day activities in order to realise project goals and deliverables within agreed timescales and budgets.
4. To contribute to resource and budget planning for area of responsibility within the Institute.

Internal and External Relationships:

1. To liaise and network with staff, across all levels on issues relating to the development and management of strategic partnerships, engagement, marketing and communications of the Institute.
2. To liaise closely with relevant stakeholders and partners, both national and international, that have direct interests in Executive Education development.
3. Where appropriate, to liaise closely with QUB MRCI Directorate on all PR activities.
4. Build and maintain strong working relations internally, with an ability to draw upon expertise and knowledge from academics, Programme Directors within the Institute to fulfil marketing and communication goals.
5. Liaise closely with senior School and University staff in relation to significant projects, VIP events, Prize campaigns and similar.

ESSENTIAL CRITERIA:

1. Honours Degree, or equivalent, in Marketing, Business, or a related discipline.
2. Proven track record in a similar strategic partnerships and/or engagement role in a relevant environment.
3. Proven track record of significant revenue generation in relation to executive education programmes and/or organisation development.
4. Demonstrated experience of successful market and/or competitive analysis.
5. A clearly demonstrable track record in fostering strategic partnerships and engagements with private public and third sector organisations and where appropriate universities, research institutions and industry.
6. Significant experience of working in a higher education environment and /or executive education provider.
7. Excellent oral and written communication skills with the ability to build effective working relationships with university staff and external stakeholders.
8. Good team player with interpersonal skills of the highest quality and demonstrable experience of having utilised those skills in leadership, marketing and strategic partner negotiations.
9. Strongly committed to the aims and objectives of Queen's Management School and specifically, The William J Clinton Leadership Institute and the successful achievement of these.
10. Self-motivated with the ability to use own initiative.
11. Willingness to attend meetings and conferences nationally and internationally, often for prolonged periods.
12. Available to work irregular hours in pursuit of major projects in accordance with needs of the post.

DESIRABLE CRITERIA:

1. Master's Degree in Business, Innovation, Strategic Management or similar.
2. CIM Membership or Marketing Qualification.
3. Web content management systems and social media marketing campaigns (via LinkedIn, Twitter, Facebook, etc.).