

Candidate Information

Position:	Business Development Manager
School/Department:	William J Clinton Leadership Inst
Reference:	19/108053
Closing Date:	Monday 3 February 2020
Salary:	£41,526 to £51,034 per annum.
Anticipated Interview Date:	Thursday 27 February 2020

JOB PURPOSE:

The postholder will be responsible for contributing to the development of a strategic plan to improve the Institute's market position and achieve the financial growth required to meet with business objectives to continue with expansion in the executive education market.

Working to the Head of Strategic Partnerships and Engagement, this is an external business development function and the postholder will be required to contribute to organisational strategy development, build key customer relationships, identify business opportunities, and maintain extensive knowledge of current market conditions and the executive education market with particular regard to online and digital marketing. Working with a small dynamic sales team this individual will be responsible for driving annual revenues in excess of £2m on behalf of the Institute.

MAJOR DUTIES:

1. Responsible for devising and implementing an effective digital marketing and sales strategy for the delivery of open and bespoke executive education services within the WJCLI. They will build on existing corporate links/relationships in the Institute as well as proactively seeking and securing new external national and international business opportunities to meet annual income targets.
2. To network, communicate and cultivate effective relationships with a diverse range of stakeholders from local, regional, national and international businesses as a means of identifying opportunities for business and promoting Queen's University Management School and the University.
3. Act as an ambassador for Queen's University, the Management School and the William J Clinton Leadership Institute, promoting the relevance and application of our services to existing and prospective clients at both national and international level.
4. Raise the profile of the Institute in the corporate business community, public and third sectors, and to ensure that the Institute, and the wider University community, is well-positioned to exploit potential business collaborations and opportunities.
5. Attend corporate events, conferences, workshops, seminars representing the needs of Queen's Management School and the William J Clinton Leadership Institute. Use a broad range of specialist professional and business links to identify opportunities for the Institute/University.
6. Work with the Institute's marketing resource to undertake market analysis and to monitor the developments, trends and demands of various markets/sectors in relation to executive education and respond to all corporate development enquiries.
7. Develop and manage effective and efficient administrative policies, processes and systems to support the strategic plans and objectives.
8. Lead and manage contractual negotiations with clients, sub-contractors, partnering institutions and suppliers and ensure successful delivery of all contracts.
9. Contribute to the design of programme structure and content for bespoke and open courses and undertake an end of programme review and evaluation for the purposes of continual development.
10. Identify and respond to major tender opportunities that arise in the markets we serve.

Planning and Organising:

1. Contribute to the development of strategic plans for the Institute and Queen's University, using knowledge and contacts established as part of the external facing nature of the role.
2. Plan and allocate own and team workloads in order to deliver objectives which feed into operational plans.
3. Project management activities to facilitate the Institute's continued expansion into Executive Education and sustain Executive Education programmes.

Resource Management Responsibilities:

1. Manage staff to ensure the successful delivery of the Institutes programmes.
2. Provide leadership, training and performance review.
3. Contribute to resource and budget planning within the Institute.
4. Manage the sales forecasts and margin generation within the Institute to ensure maximum value. This will include preparation of tender bidding documentation, including drawing up of proposals and financial costings.
5. Ensure that the executive education strategy adds value to, and aligns with other strategic aims and activities within the University.
6. Manage own time and workload to achieve objectives set by the Institute and which feed into the University corporate plan.

Internal and External Relationships:

1. Liaise and consult with academic colleagues across other academic Schools in the University so that all cross-disciplinary business development opportunities/projects are explored.
2. Develop effective collaboration at a strategic and operational level with administrative areas of the University including: Development & Alumni Relations and Research and Enterprise.
3. Forge effective relationships with industry leaders, and senior executives, to define and negotiate key themes for a range of events/workshops which reflect market needs and developments.
4. Build on relationships with fellow professionals in other Business Schools in order to facilitate market research, competitor analysis and sharing of best practices: to work with academic staff in the School to gain a thorough understanding of their teaching and research competencies and to match these offerings to the needs of the market.
5. Ensure that all corporate relationships with fellow professionals in other Business Schools and Industry contacts are developed and managed in an integrated fashion.

ESSENTIAL CRITERIA:

1. * Honours degree (or equivalent qualification) in any subject.
2. * Substantial (4+ years) relevant experience with proven track record of success in the following areas:
 - Online and digital marketing qualification or equivalent experience
 - Experience of identifying and developing business opportunities, commercial negotiation and submission of competitive proposals.
3. Experience of managing multiple and complex projects which demonstrates: ability to gain the support of others to deliver new projects, ability to work in a customer focused environment with proven experience of networking and building relationships to deliver effective collaborations, ability to meet deliver results against tight deadlines.
4. Experience of financial costings and budgetary management.
5. An ability to think strategically as well as focus on operational details.
6. Well-developed analytical skills and ability to analyse complex information to problem solve and/ or inform decision making.
7. Strong planning and organisational skills.
8. Articulate and persuasive communicator with strong negotiating and influencing skills.
9. Ability to communicate with and relate to others at all levels both internally and externally.
10. Excellent report writing and presentation skills with a well-developed critical and analytical approach to reviewing documentation.
11. Collegiate and effective team player.
12. Flexibility and ability to work unsocial hours as required.
13. Willingness to travel internationally when required.
14. Full Driving Licence or alternative means of transport.

DESIRABLE CRITERIA:

1. Postgraduate degree or a Professional Qualification in Communications/Digital Marketing/Public Relations/Training and Development.
2. Experience working in or with executive education.

3. Awareness of key issues, trends, opportunities and challenges in the executive education sector.