

## Candidate Information

**Position:** Head of Sales and Marketing  
**School/Department:** Queen's Management School  
**Reference:** 21/109302  
**Closing Date:** Monday 15 November 2021  
**Salary:** £53,348 - £61,818 per annum  
**Anticipated Interview Date:** Thursday 2 December 2021

### JOB PURPOSE:

To lead developing and maintaining strategic partnerships, sales and marketing efforts that will deliver to the business plan. The post holder will seek to maximise and project the Institute's impact through the creation of strategic partnerships, marketing and communications channels, and business development with appropriate stakeholders.

The post holder will also work closely with the Director of Executive Development and relevant stakeholders from the Institute and Queen's Management School on opportunities in business development, business engagement, and marketing.

Head of Sales and Marketing will work to ensure that the Institute is identifying and nurturing partnerships and developing new international business opportunities that will deliver to the business plan and provide high quality leadership development interventions to clients.

The post holder will also play a leading role in developing the Institute market positioning and embedding sales and marketing principles and practice across the Institute.

As a member of the CLI management team, the Head of Sales and Marketing works to elevate the Clinton Leadership Institute as a significant player within the premium Executive Education sector.

### MAJOR DUTIES:

1. Lead on driving sales and revenues for all credit-bearing and non-credit bearing programs.
2. To develop and manage strategic partnerships nationally and internationally that will help to strategically position the Institute and Management School as a leading provider of executive education.
3. Lead on the promotion of the Institute as a leading provider of executive programmes within the UK, Ireland and internationally.
4. Lead all marketing, sales, and market communication strategies to meet organisational aims with cohesiveness and creativity. Where appropriate this will require liaison with QUB Marketing, Recruitment, Communications and Internationalisation Directorate (MRCI) and other external agencies.
5. Lead and deliver on agreed targets sales/ income targets and KPIs, and to support and contribute to other key performance indicators as required.
6. Lead on building internal and external relationships to fulfil the organisational vision of being the 'go-to' organisation within the sector including strategic partners, sponsors, suppliers, commercial, internal QUB and third-sector partners.
7. Where required, represent the Institute at School and University committees and working groups. To provide regular reports to appropriate committees as required.
8. Where required, assist and deputise for the Director of Executive Development, including carrying out any other relevant task commensurate with the level of the role and as requested by the Director of Executive Development.
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
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. Develop and implement the Institute's Strategic Partnership, Sales & Marketing Plan and to contribute strongly to the Institute's overall strategic planning and implementation.
2. Project manage and ensure timely delivery of tender submissions and contracts.

**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 sales, 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 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 sales, 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 Administration, or a related discipline.
2. A significant number of years of relevant sales and marketing experience.
3. Proven track record in business development and/or sales and marketing role in a relevant environment.
4. Proven track record in establishing partnerships to deliver corporate objectives and key performance indicators, possess skills in analysing emerging industry trends and projecting market demands and appetite.
5. Proven track record of significant revenue generation in relation to executive education programmes and/or organisation development.
6. Demonstrated experience of successful market and/or competitive analysis.
7. 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.
8. Good team player with interpersonal skills of the highest quality and demonstrable experience of having utilised those skills in a leadership role.
9. Proven team management capabilities, with strong spoken and written communication, networking and interpersonal skills and the ability to coach, engage and motivate staff to achieve organisational goals.
10. Self-motivated with the ability to address challenges and issues at work by using own initiative and ability to work with minimal supervision.
11. Proficient in the use of IT tools and MS Office Applications.
12. Excellent spoken and written communication skills and is meticulous and detail-oriented.
13. Good team player who is both process and results oriented with excellent project and time management and people-relationship skills.
14. High EQ and negotiation skills, resilient and adaptable to change in a fast-paced environment that requires multi-tasking.
15. 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.
16. Available to work irregular hours in pursuit of major projects in accordance with needs of the post.
17. Willingness to travel to attend meetings and conferences nationally and internationally, often for prolonged periods.

**DESIRABLE CRITERIA:**

1. Master's Degree in Business Administration or similar.
2. Web content management systems and social media marketing campaigns (via LinkedIn, Twitter, Facebook, etc.).
3. International experience in business development and/or sales.
4. Significant experience of working in a higher education environment and /or executive education provider.