

Candidate Information

Position: Business Development and Engagement Manager
School/Department: Student and Campus Experience
Reference: 25/112748
Closing Date: Monday 1 September 2025
Salary: £51,016 - £62,695 per annum
Anticipated Interview Date: Tuesday 9 September 2025
Duration: Permanent

JOB PURPOSE:

Reporting to the Head of Sport, the postholder will lead and implement an effective business development strategy to enhance Queen's Sport's position within the sector as a service provider. The aim is to ensure agreed engagement and revenue targets are achieved to meet business objectives while maintaining the highest quality of customer services and relationship management across Queen's Sport.

The postholder will play an integral role in supporting the strategic development of Student and Campus Experience with a central focus on Queen's Sport. This role spans two Directorates: Student and Corporate Services (SCS), and Alumni Engagement and Philanthropy (AEP). It is an outward-facing and relationship development role with responsibility for establishing and developing strategic relationships and partnerships with sponsors, funders, commercial partners, sporting governing bodies, and non-governmental bodies.

They will be responsible for overseeing business change projects and development of business cases, systems and processes in the achievement of the Queen's Sport business plan and for the co-ordination and delivery of marketing communications, customer services, student, staff and community led functions within Sport.

Additionally, the postholder will be responsible for developing, leading, and delivering a programme of engagement with alumni in support of Queen's Sport and Alumni Engagement and Philanthropy (AEP).

MAJOR DUTIES:

1. Strategy Development: Be responsible for delivering a strategy to build and sustain commercial revenue and engagement with partners and alumni in support of Queen's Sport and Directorate targets.
2. Fundraising Plan: Be responsible for the design and implementation of a fundraising plan to secure sponsorship, philanthropic, and statutory funding aligned with Strategy 2030.
3. Income Target: Be responsible for driving annual revenues of £4.35m across Queen's Sport commercial activities and internal and external funding.
4. Correspondence Management: Manage correspondence with prospects, including writing tailored business cases and proposals. This will include support for major capital projects for Indoor and Outdoor Sport as well as Academic collaboration to support wider Strategic goals.
5. Partnership Value: Lead on maximising the commercial and intrinsic value of partnerships and secure new business generating partnerships including sponsors, Academic Collaboration and Sporting National Governing Bodies which support the student experience. Prepare gift agreements and sponsorship contracts as required.
6. Income Opportunities: Research new income-generating opportunities through corporate partnerships that will increase student engagement, development, enterprise, employability, and outreach activity.
7. Strategy and Budget Monitoring: Manage budgets effectively to control expenditure and ensure delivery of projects and objectives achieve maximum value for money.
8. Global Engagement Programme: Design and deliver a global engagement programme connecting alumni and supporters to Queen's with a particular focus on Sports Development and Sporting Academies.

9. Alumni Engagement: Lead on using the mechanisms within Queen's Sport, AEP, and the wider university to recognise the contributions of alumni (approx. 500+ sporting alumni currently engaged) to the sporting life of the university and the role they play in enhancing the heritage and reputation of the university. These include but are not limited to Queen's Sport partners and sponsors, Hall of Fame, All State Alumni Volunteer of the Year, All State Graduate of the Year, and Honorary Degrees.
10. Committee Membership: Active membership of relevant University committees, working groups, cross-functional groups in line with the objectives of the role. This will include working collaboratively with Philanthropy, Engagement, and Operations/Planning teams within AEP.
11. Marketing, Communications and Business Growth: Devise and implement innovative and effective marketing, communication and business growth strategies and campaigns to increase revenue, support membership and sales retention as well as the promotion and engagement of Student, Staff and Alumni activity.
12. Team Leadership: Lead, direct, and manage the commercial team in the delivery of team objectives and targets, ensuring all team members are motivated and proactively managed and developed. Lead the team in managing business change including price reviews in Queen's Sport service and operational areas, ensuring structured review of business workflows and procedures.
13. Financial Reporting: Manage and produce detailed financial and analytical reports to support forecasting and reviewing future demand for Queen's Sport facilities as well as compliance with AEP systems and office protocols.
14. Market Analysis: Manage the analysis of market intelligence and competitor activity, communicating best practices, services and capital projects introduced by other institutions/organisations particularly in the Fitness industry and Higher Education sector.
15. Sustainability Initiatives: Manage and guide managers in the development of projects and initiatives that support the Queen's sustainability strategy.
16. Other Duties: Carry out any other duties appropriate to the post as may be reasonably required including deputising for Head of Sport.

ESSENTIAL CRITERIA:

1. A primary degree or equivalent qualification in a relevant subject.
2. Significant relevant experience in business development or stakeholder role that will demonstrate:
 - A track record in a senior management position leading and delivering successful achievement of revenue targets including new business development.
 - Evidence of successfully managing contracts/accounts /third party partnerships of substantial value, in excess of £400k with good stewardship.
 - Experience of working with or securing commercial revenue and funding within Sport.
 - Leading and developing a multi-disciplinary team and motivating people.
 - Leading the development of change and review to working practices and procedures that result in business process improvements.
 - Management of forecasting and controlling multi-million-pound budgets and resources and a good understanding of financial management procedures.
 - Experience of working under legislative regulations and the implications of non-compliance.
 - Project management experience associated with the development, delivery, reporting and monitoring systems for stakeholder engagement programmes.
3. Experience of developing innovative solutions and contributing to department objective planning.
4. Demonstrable track record of meeting financial targets with financial literacy.
5. Good oral and written communication skills, including the production of high-quality reports and documentation for senior management and stakeholders.
6. Enthusiasm and energy to act proactively backed up with drive, initiative and self-motivation to work individually. Innovative and with the ability to work with independence within the context of a team environment and a network of relationships.
7. An ability to deal with issues of confidentiality and sensitive situations.
8. Commitment to high standard of customer care.
9. Must have flexible working attitude to meet the needs of managing the service (evenings, weekends or public holidays as required).
10. Must show initiative, drive and be highly motivated.

DESIRABLE CRITERIA:

1. Relevant postgraduate or professional qualification.
2. Experience of working with or securing commercial revenue and funding within the Higher Education Sector.
3. Experience of developing strong Alumni engagement.
4. Experience of working with high-net-worth individuals and/or at a senior level in a corporate environment.

5. Experience of working in a complex matrix management system.
6. Knowledge of MRM, Raiser's Edge or other contact management databases.

ADDITIONAL INFORMATION:

Informal enquiries may be directed to: Richard O'Neill, at Richard.ONeill@qub.ac.uk