



UNIVERSITY OF
LINCOLN

UNIVERSITY OF LINCOLN JOB DESCRIPTION

JOB TITLE	Business Development Manager (Educational Contracts)				
DEPARTMENT	Research & Enterprise				
LOCATION	Brayford Campus				
JOB NUMBER	EL1080	GRADE	8	DATE	December 2018
REPORTS TO	Director of Research and Enterprise				

CONTEXT

We are a university looking to the future where we serve and develop our local, national and international communities by creating purposeful knowledge and research, confident and creative graduates and a dynamic and engaged workforce. We will achieve this through a culture of enterprise and innovation.

Research & Enterprise is a central professional support department which works with staff (across the whole university), industry (private, public and third sector), external partners (e.g. Local Enterprise Partnership, Midlands Engine etc.), students and graduates to drive:

- An increase in the quantity & diversity of external income & contribution through research, educational and consultancy activity
- A dynamic research environment
- Increased levels of graduate employment and progression
- Innovation & productivity levels throughout our region.

We use all these elements together and separately to build wide and deep external partnerships, further developing our role as an 'active anchor institution'.

JOB PURPOSE

The University is seeking, in line with its financial strategy, to diversify its income portfolio and increase the resilience of its finances, enhancing capacity to undertake its social and public mission for the benefit of society. The success of this post will be measured by an increase in educational contracts income (turnover) and contribution (profit).

The delivery of a strategy and process to increase the quantity and quality of our educational contract income (excluding Degree Apprenticeships) is a vital part of the next stage of this. We believe there is significant potential to increase our activity in this area, i.e. the provision of long- or short-term courses or validation of courses for organisations for the expressed purposes of the needs of the industrial partner (public, private or third sector). These contracts would normally be obtained through a tender, bidding or direct negotiation process with the industrial partner (public, private or third sector).

This post is responsible for ensuring the effective implementation of the developing educational contracts strategy (and associated action plan) to deliver our vision for growth in this area. The post holder will support activity across all Colleges (Science, Social Science, Arts and the

Lincoln International Business School) at the University, with a particular focus on supporting a cross-College, multi-disciplinary, approach to enable high success in securing significant scale contracts.

KEY RESPONSIBILITIES

Opportunity Identification

To review the University's current utilisation of educational contract tender portals (and any other appropriate mechanisms), identifying those in operation and their effectiveness. Following this review, to lead a process to ensure the University is effectively scanning and identifying appropriate opportunities to target. This role will ensure that a pipeline of opportunities is maintained and disseminated.

To benchmark existing and potential activity against the wider university sector (and others, as appropriate) to develop targets for the University, Colleges and Schools. This will include both financial targets and recommendations on sector focus.

To manage the Marketing Manager (line report) to ensure the development and implementation of a marketing plan to support and drive growth in educational contracts, including:

- Development of an initial marketing communications plan (and annual refresh) incorporating B2B and B2C activities to address targeted industrial partners, alongside horizon scanning through tender portals
- Development and delivery of an events plan, ensuring University attendance at appropriate exhibitions, conferences and trade shows

To undertake research in the local and national industrial community and to identify potential partners (private, public and third sector) with whom the University can form strategic relationships and generate bespoke products to the mutual benefit of both organisations.

To conduct market research and analysis in order to identify market requirements for current and future products lines and to prepare and present regular reports on marketing activities and potential NPD opportunities.

To analyse primary data and deliver regular reports to the senior leaders of the University to inform the strategic direction of the institution.

Application development

To provide expert support and direct written input into tender and similar responses to ensure the greatest possible chance of success from submission. To potentially include from full PQQ, tender response and similar development, through to providing expert peer-review and support for submissions from across the University (i.e. ensuring activity and best practice is scaled for maximum impact).

To develop an institution wide process (and implement) for the co-ordinated development of cross College opportunities to maximise the quality of submissions.

To develop a repository of standard content for inclusion in tender and similar responses, supporting the submission of high quality proposals from across the whole University.

Development & Training

To work with Human Resources (organisational development) and the wider Research & Enterprise team, to review the current development & training provision to support educational contract activity. To identify and address any gaps in this provision to ensure that colleagues across the University are best prepared to identify, develop and secure educational contracts.

Networking and Liaison

To establish a strong educational contract network across the four University Colleges (Science, Social Science, Arts and the Lincoln International Business School), ensuring the ability to deliver a time critical response to large-scale, cross-intuition opportunities. This will include maintaining a database of existing capacity and the ability to highlight potential capacity investment.

To build stakeholder and customer relationships, to include identifying prospects and acting (as appropriate) as the senior relationship manager.

To communicate effectively at all levels across external organisations and drive the sales and business development process.

To be proactive in identifying opportunities for cross team/department working

To lead and maintain relationships/networks with relevant industrial partners that will drive increased levels of income & contribution.

To build on existing networks and relationships in order to further the University's aims

In addition to the above, undertake such duties as may reasonably be requested and that are commensurate with the nature and grade of the post.

ADDITIONAL INFORMATION

Key working relationships/networks	
Internal	External
<ul style="list-style-type: none">• Marketing Manager (Industrial Contracts) – line report• College educational contract leads• Research & Enterprise Leadership Team• Research & Industrial Partnerships Team• Business Start-up & Growth Team• College Business Development Managers• Central University marketing team	<ul style="list-style-type: none">• Industrial (public, private & third sector) leaders locally and nationally• Partner organisations (e.g. Chamber of Commerce, FSB, local professional service providers etc.)• Private sector professional services providers• Appropriate professional bodies



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UNIVERSITY OF LINCOLN PERSON SPECIFICATION

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Selection Criteria	Essential (E) or Desirable (D)	Where Evidenced Application (A) Interview (I) Presentation (P) References (R)
Qualifications:		
Graduate degree, or equivalent experience, in a related subject	E	A
Relevant professional qualification	D	A
Experience:		
Devising marketing & communications plans	D	A/I/P
Developing, submitting and successfully securing significant scale PQQ and tenders in a relevant area	E	A/I
Undertaking and disseminating market research	D	A/I/P
Securing business through direct negotiation	E	A/I
Managing and building relationships across complex organisations	D	A/I
Revenue generation and targeted sales performance	E	A/I
Developing and managing budgets	D	A/I
Skills and Knowledge:		
Proven skills in developing strategic approaches and success in B2B and B2C sales	E	A/I
Strategic marketing planning skills	E	A/I
Negotiation skills and the ability to influence	E	A/I
Ability to develop networks and build relationships	E	A/I
Competencies and Personal Attributes:		
Highly organised and able to prioritise workload	E	A/I
Innovative	E	A/I
Results driven	E	A/I
Ability to work on own initiative	E	A/I

Essential Requirements are those, without which, a candidate would not be able to do the job. **Desirable Requirements** are those which would be useful for the post holder to possess and will be considered when more than one applicant meets the essential requirements.

Author	AS	HRBP	SP
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