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JOB TITLE	Business Engagement Manager for Innovation & Knowledge Exchange				
DEPARTMENT	Research and Enterprise				
LOCATION	Lincoln Campuses				
JOB NUMBER	EL1242	GRADE	8	DATE	March 2025
REPORTS TO	Strategic Projects Manager				

CONTEXT

The University of Lincoln's new Strategic Plan 2022-27 has a vision for Research & Knowledge Exchange *To establish an international reputation for challenge-led, co-created, impactful research and knowledge exchange that addresses global and regional priorities.*

The University of Lincoln has grown its research and knowledge exchange dramatically over the last decade, both in volume and in quality. To fulfil our ambitions, we need to continue on this positive trajectory, establishing greater scale and quality across the breadth of our portfolio, alongside a distinctive reputation. In drawing together the full value of what the University has to offer – its research, knowledge exchange, teaching and engagement activities, and collaboration with other regional stakeholders – we are making significant strides to revolutionise what we are doing, their effectiveness and efficiency to meet the national grand challenges, address regional inequalities and reinforce success in areas where the region has a competitive advantage.

A new Enterprise Strategy is being developed to clearly outline how we set out to achieve the ambitions of the new Strategic Plan and this role will be critical in helping us to grow industry engagement and income opportunities aligned to our research specialisms and knowledge exchange infrastructure. We want to achieve an integrated approach to industry collaboration responding to the external knowledge exchange and research drivers of the UK Government, local innovation strategies, global challenges and opportunities that will arise from the recent devolution deal for Greater Lincolnshire.

JOB PURPOSE

The successful development of industry partnerships and strategic relationships will play a key role in delivering the University strategy for external engagement, with the overall aim of meeting the University's enhanced external income generation targets and Knowledge Exchange ambitions. In order to achieve this the postholder will report directly to the Strategic Projects Manager but be expected to work with colleagues at all levels across the University in support of sourcing and attracting external funding opportunities aligned to the University's ambitions.



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As a key part of the new Enterprise Strategy there is also the ambition to increase the level of involvement in Knowledge Transfer Partnerships (KTPs) across a wider range of subject areas. This role will line manage & work directly with the Business Engagement Co-ordinator for Knowledge Exchange to take the lead role in generating and managing the relationship between industry and our academic colleagues via the college's Business Development Managers. This will lead to the creation of an effective knowledge exchange environment aligned to the Enterprise Strategy and wider University growth plans. An in-depth knowledge and experience of what the University has to offer to industry will be required and result in driving up external income opportunities aligned to the KE activity that we deliver. This is a high-profile position which will bring the postholder into contact with senior colleagues internally at the University as well as externally with industry partners, public and third sector organisations. The post will involve attending meeting and travelling which may involved the postholder having to work outside normal working hours.



KEY RESPONSIBILITIES

Strategic Partnership Development

- Engage key external stakeholders and establish intermediary networks, in order to gain sector information and effectively promote the university's key research areas
- Develop and lead on delivery of the University's new Enterprise Strategy specifically in relation to Knowledge Transfer Partnerships development internally and externally; working with College Directors of Research, Business Development Managers and academic colleagues to identify opportunities for new KTPs.
- Leadership and management of internal staff to create a strong, commercially focused team with the capability to drive growth in income and realise potential external funding opportunities
- Promote the University's collaborative model for industry engagement and build a network of academics aligned to the college's ambitions and sector plans.
- Position the Enterprise team effectively to take the lead role on future Innovate UK opportunities likely to arise through devolution by forging strong working relationships with the council and industry partners

Driving Commercial Income Opportunities

- Develop and support new opportunities for income growth from Knowledge Exchange and Commercial Enterprises, consultancy and hire of facilities and specialist equipment and commercialisation
- Engage key external stakeholders and establish intermediary networks, in order to gain sector information and effectively promote the university's key research areas as well developing external understanding of products and services.
- Create and drive the environment to effectively develop relationships with University academics, within University departments and Colleges and with employers and the business community leading to an increase in secured income for KTP, Collaborative R&D and other KE projects
- Generate and lead on initiatives that match the University's growth plans with external funding opportunities working with the Strategic Projects Manager in bid development through to delivery of activity



Relationship Management

- Source new business relationship opportunities in key sectors as per market intelligence reports.
- Establish external client networks relevant to their sector; representing and promoting the University and its offer and using this to identify potential target organisations and secure new business opportunities.
- Promote the University's collaborative model for industry engagement and build a network of academics aligned to college and sector plans working closely with college BDMs
- Identify and proactively respond to opportunities for business development collaboration and co-production across colleges and external partnerships as appropriate. To showcase expertise internally and externally based on agreed priorities.
- Engage key internal stakeholders, in particular the Marketing and External Relations Team, to ensure a shared understanding and ownership of school and institutional business development and marketing plans; establish and grow collaborative networks to ensure sharing of best practice, information and content
- Take the lead role in the Research & Enterprise team to expand the University's KTP portfolio, across each of the Colleges and in accordance with agreed targets. Develop new KTP proposals with academic staff and business partners and be responsible for reporting progress to Directors and Senior Leadership Team
- Establish and maintain productive contact with business support intermediaries and other external agencies e.g. Research Councils, County/District Councils, Business Growth Hub; Chamber of Commerce etc
- Develop and maintain strong productive working relationships with senior leadership within the Colleges and across professional services teams & deputise for the Strategic Projects Manager as required

Technical Guidance and expertise

- Help to drive a culture of continuous improvement; proactively identify and participate in the development and embedding of new initiatives designed to improve service or success rates and take the lead on some of these.
- Develop new KTP proposals with academic staff and business partners and be responsible for ensuring they meet Innovate UK criteria by establishing collaborations that match academic expertise with industry needs leading to improvements in their competitiveness and productivity
- Showcase expertise in KE/Innovation activity, encouraging collaborative working and positioning the team to lead on Innovate UK opportunities for Greater Lincolnshire.
- Work closely with the Head of Enterprise & Innovation to understand the outcomes of Innovation Commission meetings and how to implement recommendations that stem



from the Greater Lincolnshire Innovation roadmap which sets out new approaches to accelerating innovation-led growth across the area

Data management & reporting

- Support the Head of Enterprise & Innovation to construct informative reporting mechanisms and dashboards on Innovation and KE activity in line with performance metrics to deliver updates on a quarterly and annual basis or as required
- Produce and deliver reports to Senior Leadership Team on KE and Innovation activity which will include: new ways of working, driving new opportunities and creating the environment for collaborative knowledge exchange and innovation activities to thrive
- To lead on marketing and business development activity relating to KE activity, developing and implementing plans to achieve a market-leading position and promote revenue growth through taking new and existing products to market
- As part of the Management team, provide input into strategic decisions and development of wider Research & Enterprise activity

Profile Raising

- To raise the profile of what the University has to offer to our external partners and business leaders clearly showcasing our KE expertise and know-how contributing to making Greater Lincolnshire a region with a thriving innovative culture at its core
- Ensure the provision of marketing and promotional activities internally and externally to communicate the impact and successes of KTP
- To secure a central role for the University within the Devolution deal for Greater Lincolnshire where Innovation is recognised as a core strand of the proposed deal.

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

Scope and dimensions of the role

This role will suit someone with an entrepreneurial mind set and has a passion for creating the right environment and conditions for knowledge exchange and innovation activities to grow. Realising new research and development opportunities to increase external income generation, will ensure we maximise the investments already made in our assets across a wide range of sectors to generate innovation led growth.

The post holder will need to have exemplary communication skills, liaising with internal and external partners at senior levels, as well as having a good understanding of the innovation landscape that we operate within (internally and externally). Forging strong and lasting relationships with industry and key intermediaries will ensure that the University is seen as the critical partner and lead on developing collaborations to bring academia and industry closer together by creating the right environment for knowledge exchange to thrive.

The role will play an integral part in the development and delivery of innovation/growth and productivity support within the Research and Enterprise Department.

Key working relationships/networks

Internal	External
<ul style="list-style-type: none"> • Head of Enterprise and Innovation • Head of Research, Impact & Culture • Strategic Projects Manager (line manager) • Research & Industrial Partnerships/Impact teams • Business Development Managers • Senior academic staff including Directors of Research, Heads of Schools and Colleges • Business Advisers • Policy Hub and PDU • Enterprise Manager's • Careers & Employability Team • Staff from across the University, particularly those engaged in the innovation & KE activity/ programmes • Marketing & Communications departments 	<ul style="list-style-type: none"> • Business community/Industry partners • Lincolnshire County Council • District Councils • Innovate UK Innovation Managers • Intermediaries (Knowledge Transfer Network) • Innovation Funding Bodies (UK Research & Innovation) • Relevant associations & professional bodies (Knowledge Exchange UK, Universities UK) • Innovation Commission • Lincoln Science & Innovation Park • Intermediaries • External agencies • Partner organisations



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PERSON SPECIFICATION**

JOB TITLE	Business Development Manager for Innovation & Knowledge Exchange	JOB NUMBER	EL1242
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Selection Criteria	Essential (E) or Desirable (D)	Where Evidenced Application (A) Interview (I) Presentation (P) References (R)
Qualifications:		
Graduate or equivalent	E	A
Relevant diploma, post graduate degree or equivalent experience	E	A
Experience:		
Experience in delivering programmes of work that have clear business and/or economic growth outcomes.	E	A, I, P
Experience of developing and delivering a broad range of partnerships with industry (public, private or third sector)	E	A, I
Experience working with businesses	E	A, I
Experience of working with external commercial organisations and clients	E	A, I
Experience of budget Management	E	A, I, P
Experience of leading a team	E	A, I
Experience of dealing with a wide variety of challenging tasks, often under pressure	E	A, I
Experience of providing a high level of customer service (to academic staff & external commercial organisations)	E	A, I
Skills and Knowledge:		
Excellent communication skills: written, verbal and presentation	E	A, I, P
Ability to think creatively to solve problems and to work without being closely managed	E	A, I
Commercial Acumen	E	A, I
Prioritisation and organisation skills	E	A, I, P
Negotiation skills and an ability to influence	E	I, P
Relationship management experience	E	I, P
Ability to prepare and present reports	E	A, I
Ability to present to a large audience	E	A, I
Competencies and Personal Attributes:		
Innovative and pro-active	E	I, P
Results driven and ability to work under pressure to tight deadlines	E	A, I, P
Excellent organisational and project management skills, able to prioritise workload with attention to detail	E	A, I
Adaptable and flexible within a team environment	E	A, I
Ability to lead, influence and work effectively as part of a team	E	A, I



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Business Requirements		
Able to travel between sites as required	E	I
Will be required to work occasional evenings and weekends	E	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	SC	PBP	GPH
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