|  |  |
| --- | --- |
| **Job Title** | Senior Manager, Business Development |
| **School/Department** | Business Development Office |
| **Job Level** | UNNC Scale A level 4 |
| **Job Family** | Administrative, Professional, and Managerial |
| **Contract Status/**  **Appointment Duration** | This post is available from 15 March 2021 and will initially be offered on a fixed-term contract with the University of Nottingham Ningbo China for a period of up to three years and a probation of 6 months. |
| **Location** | University of Nottingham Ningbo China |
| **Hours of Work** | Regular working hours |
| **Responsible to** | Director of Business Development |

## Purpose of role

The UNNC Business Development Office (BDO) was established in 2020 with the intention of having a single focal point on all matters related to marketing, client relationship management, contract management and costing of commercial business development activities. This Senior Manager Business Development position has been created to further UNNC’s strategy towards developing its externally facing business. The Senior Manager is responsible for developing new business and maintaining existing relationships. Examples of business development activity at UNNC include but are not limited to:

* Executive education for Chinese and international corporations
* Teacher training, schools consultancy programmes, and certification for teachers;
* Language training programmes;
* Commercial STEM courses;
* Commercial summer school programmes;
* New English pre-sessional and foundation study pathways; and
* New cohorts of degree bearing programmes for external institutions.

Overall direction and strategy is provided by the Director of Business Development. The Senior Manager will work closely with faculty leadership and academic delivery teams. Within UNNC, the Senior Business Development Manager will work closely with Assurance, Procurement and Finance. The Senior Business Development Manager also collaborates as appropriate with the UK and Malaysia campuses.

|  |  |  |
| --- | --- | --- |
|  | Main responsibilities (Primary accountabilities and responsibilities expected to fulfil the role) | **% time**  **per year** |
| 1 | **New Business Development:**   * Identify and contact prospective clients * Prepare proposals, negotiate terms and conditions, and win business * Work with faculties to develop new commercial products and marketing materials that are informed by market research | 20 |
| 2 | **Relationships Management:**   * Manage relationships with existing clients and win repeat/add-on business * Manage relationships with 3rd party recruitment and marketing consultants | 20 |
| 3 | **Team Management:**   * Manage BDO administrative team * Manage BDO approval processes and application of CRM system for business development | 10 |
| 4 | **Marketing and Events:**   * Design and deliver marketing campaigns for B2B and B2C business development * Regular domestic travel for attendance at commercial and educational events | 20 |
| 5 | **Others:**   * Participate in training and staff development events as trainer or trainee as appropriate; * Maintain appropriate professional development, expertise and awareness; * Undertake other tasks and responsibilities as may reasonably be required. | 10 |

|  |  |  |
| --- | --- | --- |
| Person specification | | |
|  | **Essential** | **Desirable** |
| **Education** | * Educated to bachelors degree level | * Qualification in a discipline that is relevant to business development or strategy * Masters degree |
| **Skills** | * Excellent business development skills based on consultative selling * Written and spoken professional proficiency in both Mandarin Chinese and English. * Excellent presentation skills in both formal and informal settings * Ability to work in an international setting * Good understanding of corporate training and/ or executive education and/ or teacher training * Excellent verbal and written communication skills in English and Chinese * Commercial acumen and negotiating skills * Good time-management and prioritisation skills * Understanding of business environment in Chinese and international organisations | * Skills in managing and developing teams and/or projects * Knowledge of academic culture * Marketing skills |
| **Experience** | * Proven track record of business-to-business sales * Experience of working with senior management * Experience of preparing persuasive proposals * Experience of managing and controlling budgets/ resources and an understanding of financial management procedures * Experience of working in a multi-cultural environment * Experience of CRM/data management | * International work/ study experience * Work experience in a large complex organization * Work experience in a business school or equivalent executive education business unit * Work experience in the private education sector in China * Personal executive education/ corporate training/teacher training delivery experience. * Experience of working with and managing 3rd-party recruitment agents. |
| **Qualifications, certification and training (relevant to role)** | * Excellent interpersonal skills * A high degree of self-motivation * A team player with a commitment to ensuring staff are appropriately trained * Ability to form and maintain strong and effective partnerships internally and externally |  |
| **Statutory, legal or special requirements** | * Sound understanding of the relevant professional, legal and regulatory requirements of own field of work. |  |

|  |  |
| --- | --- |
| Expectations and behaviours | |
| The University has developed a clear set of core expectations and behaviours that our people should be demonstrating in their work, and as ambassadors of the University’s strategy, vision and values. The following are essential to the role: | |
| **Valuing people** | Is always equitable and fair and works with integrity. Proactively looks for ways to develop the team and is comfortable providing clarity by explaining the rationale behind decisions. |
| **Taking ownership** | Is highly self-aware, looking for ways to improve, both taking on board and offering constructive feedback. Inspires others to take accountability for their own areas. |
| **Forward thinking** | Driven to question the status quo and explore new ideas, supporting the team to “lead the way” in terms of know-how and learning. |
| **Professional pride** | Sets the bar high with quality systems and control measures in place. Demands high standards of others identifying and addressing any gaps to enhance the overall performance. |
| **Always inclusive** | Ensures accessibility to the wider community, actively encouraging inclusion and seeking to involve others. Ensures others always consider the wider context when sharing information making full use of networks and connections. |

|  |
| --- |
| Key relationships with others |