

JOB DESCRIPTION	
<b>Job title:</b> International Business Development Manager	<b>Accountable to:</b> Associate Director, International Enterprise
<b>Contract length:</b> Permanent	<b>Hours per week:</b> 35 <b>Weeks per year:</b> 52
<b>Salary:</b> £38,010 to £45,603 per annum	<b>Grade:</b> 5
<b>Service:</b> Strategic Development/Academic Enterprise	<b>Location:</b> High Holborn
<p><b>Who are Academic Enterprise?</b></p> <p>Academic Enterprise is a successful, growing department which meets the needs of 70,000 students on short courses as well as studying at FE courses in colleges outside UAL. Its units are expected to have a combined turnover of £32m in 2017/18 mostly from B2C activities.</p>	
<p><b>What is the purpose of the role?</b></p> <p>The cross-UAL department of Academic Enterprise (AE) aims to increase the amount of income generated by the University from non-core teaching and research activities. It builds on, and includes, the successful UAL Short Courses Ltd, Study Abroad, UAL Awarding Body, Language Centre, college and research based enterprise, business and innovation operations. Academic Enterprise not only integrates and bolsters a wide range of business and client facing work across the University but is also developing new products and services for new and existing markets.</p> <p>This new post will contribute to the Academic Enterprise (AE) international strategy by managing the development of international Business to Business sales activities for UAL Short Courses Ltd across all its colleges, and supporting the Associate Director International Enterprise in developing and supporting new international activities for AE. To do this effectively the postholder will require the ability to think strategically about new and existing business possibilities, project management skills to operationalise opportunities, and excellent communication and collaboration skills to work across UAL short course units and other AE departments for international sales, cross-selling and client relationship management and retention.</p>	
<p><b>Duties and Responsibilities</b></p> <p><b>Strategic Business Development and Sales</b></p> <ul style="list-style-type: none"> <li>• To work with the Associate Director, International Enterprise and UAL Short Courses Business Managers to develop an international business development plan for UAL Short Courses Ltd, to deliver against the AE International Strategy, with measurable outcomes and taking into account new and existing business relationships and products as well as opportunities for cross-selling and up-selling. This will include working towards agreed overall and unit specific financial targets.</li> <li>• To support the Associate Director, International Enterprise and the various unit managers across AE in the development of international business activities including, but not limited to: effective business planning, costing and budgeting; client management; ensuring appropriate contractual and financial arrangements.</li> <li>• To work with colleagues across AE, UAL Student Recruitment &amp; Marketing and the International Relations Unit to ensure liaison between AE and other UAL international activities to maximise opportunities both for income generation against agreed financial targets but also for Foundation and degree student recruitment and other collaborative activities.</li> <li>• To contribute to the broader strategic development of Academic Enterprise by attending cross-AE business development and marketing meetings and representing AE on other cross-UAL</li> </ul>	

initiatives.

#### **Business to Business Sales:**

- Work across UAL Short Courses Ltd and AE to develop and deliver effective processes, procedures, and communication channels to maximise business to business sales opportunities with international and/or corporate clients.
- To ensure alignment of any business development activities with college, AE, and University International strategies, including awareness of brand positioning and association.
- Develop pro-active business development activities aimed at current and potential clients to raise awareness, market and promote the specialist academic and technical expertise, industry knowledge and facilities offered by UAL colleges through UAL Short Courses customised training programmes.
- Manage client relationships relating to business to business sales for customised training / bespoke courses, including maintaining contact databases and records of activity.
- Act as key client relationship manager for specified corporate and international clients, developing and maintaining relationships with new and existing clients to contribute to the growth in customised training activity and income across UAL Short Courses.
- Work with Short Course Business Managers, their coordination teams and college based academics and tutors to design profit-making customised training courses that meet client needs and generate income towards targets. Facilitating collaboration across colleges where required to meet client needs.
- Act as project manager for customised programmes, ensuring client needs and expectations are met throughout the project, from enquiry to post course feedback including:
  - Compile, write and deliver high quality and tailored training course proposals and quotes for clients, as agreed with units based on clients' needs and agreed budgets.
  - Once confirmed, prepare and issue contract and invoices – ensuring these follow UAL contracts protocols and financial standing orders.
  - Maintain regular client contact up to and throughout the course delivery, assisting with any queries and support required.
  - Ensuring short course units and academics have all required client information and details for successful course delivery.
- Liaise with UAL Short Courses Business Managers, course directors, academics and key College or University staff as appropriate with regard to on-going business development, administrative and marketing functions for professional training and other international business opportunities.
- Hosting current and potential clients as required on site at UAL colleges, coordinating meetings with college academics, tutors and Business Managers, and tours of sites and studios/facilities as required.
- Identify opportunities to market / cross sell scheduled short courses, language and cultural training courses and other AE products to current and potential clients, working with unit and college based Marketing Managers as required.

#### **Other Conditions:**

As a senior member of the University the following applies:

- You are expected to work such hours as are reasonably necessary to fulfil the duties and responsibilities of the role.
- You may be required to work such additional/different hours as may from time to time be necessary for the proper and efficient discharge of duties which may include evenings, Saturdays, Sundays and bank holidays.
- You may be required to regularly travel to other sites as necessary.

#### **General**

- Assume other reasonable duties consistent with your role, as determined xxx, which may be assigned to you anywhere within the University.
- Undertake health and safety duties and responsibilities appropriate to the role.
- Work in accordance with the University's Equal Opportunities Policy and the Staff Charter, promoting equality and diversity in your work.

- Undertake continuous personal and professional development, and to support it for any staff you manage through effective use of the University's Planning, Review and Appraisal scheme and staff development opportunities.
- Make full use of all information and communication technologies in adherence to data protection policies to meet the requirements of the role and to promote organisational effectiveness.
- Conduct all financial matters associated with the role accordance to the University's policies and procedures, as laid down in the Financial Regulations.

### **Key Working Relationships**

Managers and other staff, and external partners, suppliers etc; with whom regular contact is required.

#### **Internal**

- Associate Director, International Enterprise, Director of Academic Enterprise; Business Managers in charge of short courses (5), Language Centre (1) UALAB (2); Study Abroad Development Manager (1), College Directors of Innovation/Business (4); Director Knowledge Exchange
- AE Marketing, Sales and Communications team and marketing and business development staff in various AE units
- UAL Student Recruitment & Marketing team and International Relations Unit

#### **External**

- Clients and partners
- Agents and third party providers

### **Specific Management Responsibilities**

Budgets: None

Staff: None

Other (e.g. accommodation; equipment):

Last updated: August 2018

## PERSON SPECIFICATION

<p><b>Specialist Knowledge/Qualifications</b></p>	<ul style="list-style-type: none"> <li>• First degree in any subject</li> <li>• Knowledge of commercially focused international education in FE or HE environment, ideally with knowledge of business to business sales</li> <li>• Understanding of use of business development planning, client management and marketing to achieve sales targets</li> <li>• Knowledge of how of business to business activity contributes to a wider departmental and university strategies</li> <li>• Creative education in an HE or FE context (desirable)</li> </ul>
<p><b>Relevant Experience</b></p>	<p>Proven track record in:</p> <ul style="list-style-type: none"> <li>• UK and international sales in B2B environments including proposal writing, client management and face to face sales.</li> <li>• Financial planning, costing and contract negotiation.</li> <li>• Successful delivery against strategic plans in a commercial education environment.</li> <li>• Managing and supporting projects within a complex organisational structure by effective working with cross departmental teams.</li> </ul>
<p><b>Communication Skills</b></p>	<ul style="list-style-type: none"> <li>• Communicates effectively orally and in writing adapting the message for a diverse audience in an inclusive and accessible way</li> <li>• Excellent writing skills with demonstrable experience of writing copy for proposals and presentations</li> </ul>
<p><b>Leadership and Management</b></p>	<ul style="list-style-type: none"> <li>• Motivates and leads a local and distributed team effectively, setting clear objectives to manage performance</li> </ul>
<p><b>Professional Practice</b></p>	<ul style="list-style-type: none"> <li>• Commits to own development through effective use of the University's appraisal scheme and staff development processes</li> </ul>
<p><b>Planning and Managing Resources</b></p>	<ul style="list-style-type: none"> <li>• Plans, prioritises and manages resources effectively to achieve long term objectives</li> </ul>

<p><b>Teamwork</b></p>	<ul style="list-style-type: none"> <li>• Coordinates teams, networks or communities of practice and fosters constructive cross team collaboration</li> <li>• Works collaboratively in a team and with different professional groups with a proven ability to build and maintain positive relationships with colleagues at all levels.</li> </ul>
<p><b>Student experience or customer service</b></p>	<ul style="list-style-type: none"> <li>• Contributes to improving or adapting provision to enhance the client and/or student experience or customer service</li> <li>• Experience of dealing with difficult situations, referring to others where necessary</li> <li>• Proven ability to deepen and strengthen relationships with company contacts to encourage renewal and long-term engagement</li> </ul>
<p><b>Creativity, Innovation and Problem Solving</b></p>	<ul style="list-style-type: none"> <li>• Suggests practical solutions to new or unique problems</li> </ul>

Please make sure you provide evidence to demonstrate clearly how you meet these criteria, **which are all essential unless marked otherwise**. Shortlisting will be based on your responses.

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