

JOB DESCRIPTION

Vacancy reference:	SRF32813
Post Title:	Business Development Director, Apprenticeship Programmes
Grade:	Grade 8 plus market supplement
School/Department:	Executive Education, Henley Business School
Reports to:	Head of Executive Education
Responsible for:	G7 Business Development Manager and possibly additional staff

Purpose

The Business Development Director, Apprenticeship Programmes works as part of a team of Business Development staff who are responsible for coordinating and developing the Apprenticeship Levy business.

Responsibilities include business development, quality assurance and account management for a defined part of the Apprenticeship portfolio. As a key player within the Apprenticeship programmes business, BD Directors will maintain excellent working relationships with Faculty, Programme Directors and Programme Administrators to develop existing accounts and win new business. Directors will be accountable for procuring and overseeing the effective delivery of a target income per annum, ensuring that all Apprenticeship programmes meet or exceed client requirements and expectation to maintain the reputation of Henley Business School and provide a healthy revenue stream for the School.

Main duties and responsibilities

- Responsible for sourcing, targeting and winning new business for Executive Education specifically in Apprenticeship programmes. Ensuring all sales opportunities are fully captured and explored and taking responsibility for coordinating the production of tenders and proposals and for subsequent presentations to, and negotiations with, client organisations.
- Manage existing key accounts with major organisations, working with Programme Directors. The Head of Apprenticeship Business Development and the Head of Custom Programmes and others as appropriate;
- Present the work of the School to external audiences, translating technical concepts where necessary and using a variety of media (including via the web, in presentations and through personal networking).
- Analyse trends in enquiries and client requirements and use this information to inform Executive Education strategic planning processes.
- Enable the Head of PostGraduate Post-Experience Programmes and Apprenticeship Programme Directors to understand client needs
- Lead multidisciplinary bid teams, including faculty, administrators and business development managers to win Apprenticeship Levy and other Executive Education work.
- Be aware of the range of typical individual and organisational learning needs that Apprenticeship and custom Executive Education programmes must address, and the learning methods and processes that are required to deliver an effective learning experience.
- Keep up to date in terms of the capabilities and current research interests of the School faculty and key associates.

- Undertake training needs analysis within client organisations to enable the School to develop relevant impactful programmes.
- Oversee contracts and programme budgets, negotiate with programme directors and contributors to ensure that profit targets are achieved.
- Provide coaching and mentoring support to Business Development staff.
- Provide strategic direction to managers and administrators in relation to filtering of enquiries, proposal preparation and ongoing client relationships.
- Develop account plans for key clients spanning several years and broaden the client revenue stream to include other offerings from the School such as Open Programmes and Diplomas.
- Develop a reputation as a professional advisor to client organisations by understanding their business and applying knowledge of the capabilities of the School and developments in management learning theory and practice to solve client problems.
- Be able to work with, and win the confidence of, the academic community in developing and presenting management knowledge.
- Support Henley International Partners in proposal and account management activities
- Be aware of commercial contract legislation and liaise with legal advisors to minimise commercial risks of operating contracts either in the UK or overseas.
- Be familiar with procurement processes of large multi nationals and be proficient in managing submissions, pricing and tender requirements to tight deadlines.
- As a senior member of staff, the post holder will also be expected to contribute to the wider activities of Executive Education and Henley Business School and be an ambassador for the School as a whole in external communities.

Supervision received

This senior role reports to the Head of Executive Education. The post holder will be expected to work independently and to lead the area of responsibility.

Supervision given

The post holder will coordinate bid teams and manage programme directors and administrators involved in the programmes within their part of the Apprenticeship portfolio.

Contact

The post holder will have extensive liaison within Henley Business School and Reading University including: Senior Administrators, School Heads, Head of Apprenticeship Levy, Faculty, Programme Managers, Programme Administrators, Service Department Heads and International Office representatives.

Externally the post holder will manage a range of relationships at a senior level including: clients and their participants, professional bodies, partner business schools, programme contributors and agents.

Terms and conditions

There are no standard hours of work and the post holder will be expected to work the hours that are required to fulfil the role. This will include some out of hours and weekend working dependent on the needs of the Programme Portfolio. Some overseas travel will be required.

This document outlines the duties required for the time being of the post to indicate the level of responsibility. It is not a comprehensive or exhaustive list and the line manager may vary duties from time to time which do not change the general character of the job or the level of responsibility entailed.

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PERSON SPECIFICATION

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Business Development Director, Apprenticeship programmes	Executive Education, Henley Business School

Criteria	Essential	Desirable
Skills Required	<ul style="list-style-type: none"> • Proven success in a customer facing role at the highest level, with demonstrated ability to identify, establish and maintain relationships with clients • Exceptional oral and written communication and interpersonal skills to establish personal credibility with senior directors • Commercially astute, experienced at managing budgets and familiar with general commercial contract terms • Excellent project management and planning skills • Sensitive and persuasive negotiator • Accomplished presentation skills with experience of writing and presenting clear and persuasive proposals 	<ul style="list-style-type: none"> • Ability and willingness to build and lead networks and develop contacts • Ability to teach and coach at an executive level • Experience of using CRM software to track business development activities
Attainment	<ul style="list-style-type: none"> • Educated to degree level or equivalent in a relevant business related subject 	<ul style="list-style-type: none"> • MBA or equivalent business related post graduate qualification
Knowledge	<ul style="list-style-type: none"> • Good knowledge of management development process and practice 	<ul style="list-style-type: none"> • Understanding of a Business School and university context • Knowledge of the UK Apprenticeship Levy scheme
Relevant Experience	<ul style="list-style-type: none"> • Proven experience of business development within a Business School or commercial training organisation context • Experience of contact negotiation and commercial management • Experience in developing and managing programme budgets • Experience of training needs analysis and diagnosing client strategic learning needs 	<ul style="list-style-type: none"> • Experience of working as an executive programme director or teacher • Well networked within the Executive Education community • Experience working at a senior level in an International organisation • Experience of selling apprenticeship Levy programmes

		<ul style="list-style-type: none"> Line-management experience
Disposition	<ul style="list-style-type: none"> Team player, keen to work with internal and external teams to develop outstanding solutions for clients Ability to develop strong working relationships with Faculty across the Business School Proven ability to think creatively and strategically; with the enthusiasm to act proactively with initiative, drive and commitment To have the confidence and interpersonal skills to operate effectively across a complex organisation 	
Other	<ul style="list-style-type: none"> Willing to work and travel internationally as required 	

Completed by: John Wills. Modified by Steve Ludlow 22/05/2020