

JOB DESCRIPTION

Vacancy reference:	SRF32819
Post Title:	Business Development Director, Custom Programmes
Grade:	Grade 8 (£52,560 to £59,135 per annum) plus market supplement of up to £29,911. The supplement is guaranteed for three years and may be adjusted at the end of that period. If an upward or downward adjustment is applied, you will receive 6 months' notice of that change of salary.
School/Department:	Executive Education, Henley Business School
Reports to:	Head of Custom Programmes
Responsible for:	No direct line management

Purpose

The Business Development Director, Custom Programmes works as part of a team of Business Development staff who are responsible for coordinating and developing both Qualification and Non-Qualification custom business.

Responsibilities include business development, quality assurance and account management for a defined part of the custom portfolio. As a key player within the custom 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 custom 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 Qualification and Non Qualification custom 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 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 custom enquiries and client requirements and use this information to inform Executive Education strategic planning processes.

Work with the Head of Learning Design to select Programme Directors and work with them to design programmes, develop appropriate teaching materials and select programme contributors

Lead multidisciplinary bid teams, including faculty, administrators and business development managers to win Executive Education work.

Be aware of the range of typical individual and organisational learning needs that 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 custom programme 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 Custom Programmes. 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 custom portfolio.

Contact

The post holder will have extensive liaison within Henley Business School and Reading University including: Senior Administrators, School Heads, 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

Job Title	School/Department
Business Development Director, Custom 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 and experience of management development process and practice 	<ul style="list-style-type: none"> • Experience of working within a Business School context
Relevant Experience	<ul style="list-style-type: none"> • Proven experience of business development within a Business School or commercial training organisation context • Experience of contract negotiation and commercial management • Experience in developing 	<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

	and managing programme budgets	
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: Karis Burton	Date: 20 July 2020
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