

JOB DESCRIPTION

Vacancy reference:	SRF33244
Post Title:	Business Development Manager
Grade:	7
School/Department:	Executive Education
Reports to:	Open Programmes Sales Director
Responsible for:	No direct line management

Purpose

The Business Development Manager is responsible for the commercial success of a suite of accredited and/or non-accredited Open Programmes within Executive Education at Henley Business School. Open Programmes are delivered at Henley's Greenlands Campus or via a 'live online' delivery format.

The post holder will recruit to defined programme targets by following up leads with individuals/organisations and proactively selling places on his/her programmes. The Business Development Manager will work as part of a small team who are accountable for the achievement of agreed programme revenue and margin targets.

Main duties and responsibilities

- Develop recruitment plans for all programmes within his/her portfolio designed to achieve or exceed the agreed target participant numbers.
- Work with the Commercial & Finance Manager to have a good awareness of programme budgets and understanding of how these influence the recruitment targets for individual programmes.
- Coordinate with the Marketing Department to create marketing campaigns to generate sufficient leads to achieve target participant numbers. Seek innovative methods for promoting his/her programmes.
- Follow up leads for his/her programmes and, through a consultative selling process, ensure that target participant numbers are achieved. This may include briefing and coordinating junior staff to follow-up leads. Pass on leads to other Business Development staff if a participant is not suitable for the programmes in his/her portfolio.
- Play a key role in the identification of new programmes or niche areas that Henley Business School could exploit.
- Proactively develop new business relationships with organisations, coordinating with other business development staff as necessary. Identify and qualify leads for new business development opportunities. Work with current and prospective clients to identify their strategic objectives and identify and promote programmes and services that Henley can offer to meet their needs. Identify potential cross-selling opportunities.
- Understand in detail the programmes in his/her portfolio (e.g. target market, content/process/benefits, entry requirements). Meet Programme Directors, participants and contributors on a regular basis. Review programme feedback and work with colleagues to ensure programme quality improves.

- Ensure that invoices are sent promptly to Open Programme participants on programmes in his/her portfolio and ensure that payments are received before participants commence the programme.
- Keep up to date with developments in the subjects covered by his/her programmes. Monitor competitors' offerings and use this intelligence to inform pricing and the design of Henley programmes.
- Develop and maintain a good knowledge of Henley Business School's portfolio of executive development programmes and other executive education offerings. Develop and maintain knowledge of wider offerings across the Business School and University of Reading including MBA programmes and research centres.
- Create and maintain corporate customer accounts by way of effective pipeline management and key account management skills.
- Maintain and manage customer relationship information on the School's Customer Relationship Management (CRM) system. Use CRM in a consistent manner to enable efficient client / prospect management and effective reporting.
- Contact participants and organisations post-programme to obtain feedback and encourage further participation through alumni activities, FT survey, recommending the programmes and Henley Business School to colleagues etc. Organise programme-specific alumni communication and reunions as necessary to ensure 'word of mouth' recommendations.
- Interact with participants whilst they are attending programmes – developing good relationships and seeking informal feedback.
- Promote Henley Business School, including relevant attendance at marketing events and open days, conferences, keynote lectures, leadership breakfasts etc organised by the School.

Supervision received

This role reports to the Open Programmes Sales Director. The post holder will be expected to work independently and to lead the area of responsibility.

Supervision given

N/A

Contact

Externally the role requires regular contact with clients/potential clients (ie individual participants and organisations), many of whom may be at a senior level. The post holder will also communicate with external suppliers and partners. Internally the post holder will work closely with the Open Programmes Sales Director and other Open Programmes Business Development staff. He/she will also have regular contact with Custom Programmes Business Development staff; Apprenticeship Levy staff; the Head of Executive Education; Programme Directors; Programme Administrators; Faculty and colleagues from internal departments such as Finance.

Terms and conditions

Full time permanent post. There are no specified hours of work, but you will be required to work such hours as are necessary to carry out the duties associated with the post. This role involves regular meetings with clients and potential clients, mostly based at the school but also off-site, according to client preferences. Attendance is required at morning and evening events such as leadership breakfasts and programme dinners. Some overseas travel may be necessary.

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.

Date assessed: May 2020

PERSON SPECIFICATION

Job Title	School/Department
Business Development Manager	Executive Education

Criteria	Essential	Desirable
Skills Required	<ul style="list-style-type: none"> • Good commercial awareness and understanding of key business challenges and trends • Good communication, presentation, persuasion and influencing skills in a client facing situation at a senior level • Good team working and interpersonal skills, with the ability to work effectively with colleagues across the business • Good organisational skills with the ability to manage multiple priorities and meet deadlines • Sound judgement and decision making skills 	<ul style="list-style-type: none"> • Ability to develop marketing plans • Awareness of virtual technology platforms such as Microsoft Teams & Zoom
Attainment	<ul style="list-style-type: none"> • Proven track record in a B2B & B2C sales / business development area 	<ul style="list-style-type: none"> • Educated to degree level, or equivalent
Knowledge	<ul style="list-style-type: none"> • Understanding of the management development sector and / or learning process • Understanding of the importance of the integrity of the brand in the business development area 	<ul style="list-style-type: none"> • Understanding of the executive education market
Relevant Experience	<ul style="list-style-type: none"> • Experience of a consultative sales approach within a commercial environment, using consultative / relationship management as the primary route for business development, including previous experience of influencing senior executives 	<ul style="list-style-type: none"> • Experience of writing, presenting and selling winning proposals and tenders for corporate clients • Experience in an international environment • Experience within a business school or commercial training

	<ul style="list-style-type: none"> • Experience of developing and maintaining constructive relationships and accounts with current and prospective clients • Experience of working to and successfully achieving revenue targets • Experience of identifying, qualifying and proactively generating business revenue opportunities 	context
Disposition	<ul style="list-style-type: none"> • Strong customer focus with a drive for achieving results • Tenacious, resilient and flexible approach • Self-confident, with the ability to work effectively with strong, assertive personalities • Collegiate and collaborative approach • High level of personal integrity within client relationship management 	<ul style="list-style-type: none"> • Able to work under pressure to tight deadlines and when faced with rapidly shifting priorities • Capacity both to initiate and adapt to change • Resourceful with good problem solving ability
Other	<ul style="list-style-type: none"> • This role requires the flexibility to work outside normal working hours (to include some evenings and weekends) to prepare for and attend event 	

Completed by: Hannah Hynd	Date: May 2020
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