

## **Business Development Officer – Research and Enterprise Service – Grade G**

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### **Job Description**

#### **Purpose**

To contribute to the growth in employer engagement and learner numbers on UCLan's Continuing Professional Development (CPD) Degree Apprentices (DA) programmes, Knowledge Transfer Partnerships and Research collaborations, by engaging with employers and future learners, supporting academic colleagues in their development activity, providing appropriate sales and marketing support.

#### **Duties**

1. Through desk research and face to face meetings, identify opportunities for the current and prospective Degree Apprenticeship (DA) and Apprenticeship Matching Service (AMS) provision, continuous professional development (CPD) and knowledge transfer partnerships (KTP) with employer organisations to make recommendations to academic and service colleagues concerning CPD, KTP and DA provision.
2. Drive opportunities presented through the EEU Enquiries Team, converting UCLan key product leads into business engagement.
3. To take a lead role in the preparation, publication and dissemination of copy and other promotional materials, including web-based information, to reflect target market audience requirements.
4. Working with other business development colleagues to plan and implement appropriate employer engagement events to promote our programmes.
5. To work with academic and service colleagues in the implementation of short-courses, liaising with clients and employer organisations, as required, and attending events, as needed, for networking, upselling and data gathering purposes.
6. Working with colleagues to ensure a customer-focused service at all times for prospective and current customers, staff and clients.
7. To contribute to team reporting and coordination through use of the university CRM system and provide activity reports as required.
8. Any other duties commensurate with the post and the grade as agreed with the Head of Enterprise & Engagement.
9. An ability to work flexibly with other members of the team to ensure that current and future administrative needs of the team and service are met throughout the academic and calendar year.

### **Person Specification**

#### **Knowledge, Skills, and Behaviours (Essential)**

- Business development, account management, sales and/or marketing experience in public, private or not-for-profit sector. (Application/Interview).
- Experience of developing and implementing new processes associated with marketing/promotional activity (Application/Interview).

- Experience of working as a member of a team, identifying and contributing to shared goals and outcomes (Application/Interview).
- Experience of data management and processing (Application/Interview).
- Degree or Equivalent experiential learning (Application).
- Ability to communicate effectively with employers, professionals, staff and students and other agencies, and employer groups in person, in writing and on the telephone. (Application/Interview).
- Excellent organisational skills. (Application/Interview).
- Proven ability to work consistently under pressure, prioritise work and meet deadlines. (Application/Interview).
- Ability to research, organise, analyse and present market intelligence information both verbally and in the form of reports and statistical information to support curriculum development, marketing campaigns and sector growth opportunities. (Application/Interview).
- Excellent IT skills: Word, Excel, CRM system and PPT (Application/Interview).
- Able to work unsupervised and to exercise judgement and initiative. (Application/Interview).
- External customer service focus. (Application/Interview).
- An understanding of and demonstrable commitment to the University's Values of Achieving Together, Being Proud, Creating Opportunity and Supporting All, as a framework for decisions, actions and behaviours (Application/Interview).

### **Knowledge, Skills, and Behaviours (Desirable)**

- Recent experience of market research and the linked development of promotional campaigns (Application/Interview).
- Experience of working in Higher Education (Application/Interview).
- Report writing, presentations and client liaison (Application/Interview).
- Marketing or Business qualification (Application).
- IT skills: E-portfolio and Learner management systems. (Application/Interview).
- Commercial use of a variety of social media (Application/Interview).