



UNIVERSITY OF LEEDS

CANDIDATE BRIEF

**Business Development Manager, Department of Executive Education,
Leeds University Business School (LUBS), Faculty of Business**



Salary: Grade 7 (£37,099 – £44,263 p.a.) depending on experience)

Reporting to: Senior Director of Executive Programmes

Reference: BUSEE1001

Location: Leeds University campus (with scope for hybrid working)

'We are open to discussing flexible working arrangements.'

Overview of the Role

This is an exciting opportunity to be a part of the Leeds University Business School (LUBS) Department for Executive Education and be part of the Executive Education's Custom Programme business stream. The Business Development Manager will support the Senior Director for Executive Programmes to achieve financial growth through new business development activity.

You will play a pivotal role in shaping and expanding the Custom Specific Programme (CSP) business to meet the specific learning needs of executives and organisations. Reporting to the Senior Director for Executive Programmes, who is responsible for the overall revenue of the CSP business, you will be responsible for aligning the business development activities with the broader strategic goals and revenue targets of CSP.

This is a key role that requires a 'consultative sales' approach to both understand the needs of organisations and tailor suitable solutions that align with the specific objectives and challenges of client organisations. It requires being skilled in developing relationships, effective communication skills, business acumen, and working with internal and external stakeholders to ensure client satisfaction. You will work closely with potential clients to understand and define their specific learning and development requirements and maintain ongoing relationships with existing clients to ensure satisfaction and repeat business. You will be responsible for coordinating with the Senior Director for Executive Programmes and faculty members, to ensure client requirements are translated into high-level programme specifications, design, and business proposal.

Main duties and responsibilities

- Maintaining extensive knowledge of current market conditions and provide the Senior Director of Executive Programmes with insights of companies' learning and development needs and competitor activity.
- Sales pipeline management from prospecting new leads, leading on pitch presentation, to closing opportunities and working with the Senior Director of Executive Programmes to closely manage programme pipelines and forecast to ensure target participant and revenue numbers are met.
- Cost client proposals and programme budgets.
- Negotiate, manage and administer contracts with corporate clients.



- Coach, develop and mentor the Business Development Executive to improve business performance and confidence.
- Project manage and ensure timely delivery of tender submissions and contracts.
- 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 in line with the department's policies and procedures.
- Develop and present engaging proposals to win new business development opportunities.
- Develop and maintain a good knowledge of the portfolio of executive development programmes and other executive education offerings to develop business opportunities across the portfolio.
- Coordinate with marketing and communications teams to create marketing campaigns to generate sufficient leads to achieve target participant numbers and seek innovative methods for promoting programmes.
- Meet with participants and contributors on a regular basis to review programme feedback and work with colleagues to ensure programme quality is at the highest standard possible
- Account manage corporate relationships in order to develop business opportunities across large and complex organisations.
- Work closely with the Senior Director of Executive Programmes to mobilise faculty and leverage LUBS resources to facilitate the development of customised programmes.
- Translate client requirements into programme designs and training solutions.
- Proactively source, target, and win new custom business, leading on pitch presentations from preparation to delivery.
- Represent the school at industry events and appropriate business meetings nationally and internationally.

These duties provide a framework for the role and should not be regarded as a definitive list. Other reasonable duties may be required consistent with the grade of the post.



Qualifications and skills

Essential

- Experience in influencing and negotiating effectively with senior organisational stakeholders;
- Significant experience in consultative sales or business development for highly complex and customisable solutions/products in a B2B context, ideally within the education sector but this is not essential;
- Tenacity and drive to identify new business opportunities, identify clients' needs, craft and pitch solutions to senior executives; as well as, a "hands-on" ability to personally close sales;
- Experience in leading on proposal/bid writing taking into account inputs from diverse stakeholders that include technical experts;
- Able to collate, analyse, interpret and report data for decision making;
- Excellent written, communication and interpersonal skills with evidence of being able to form effective working relationships in a culturally diverse environment;
- Knowledge of management or leadership skills development processes and practices;
- Strong organisational skills with the ability to multi-task and meet conflicting deadlines;
- Self-motivation, and the ability to work independently with minimal supervision;
- A high degree of integrity and the ability to maintain confidentiality;
- Willing and able to travel for work around the UK and overseas;

Desirable

- Experience with client relationship management (CRM) platforms;
- Experience with designing adult learning initiatives.



Additional information

Working at Leeds

We are a campus based community and regular interaction with campus is an expectation of all roles in line with academic and service needs and the requirements of the role. We are also open to discussing flexible working arrangements. To find out more about the benefits of working at the University and what it is like to live and work in the Leeds area visit our [Working at Leeds](#) information page.

Our University and School

As an international research-intensive university, we welcome students and staff from all walks of life. We foster an inclusive environment where all can flourish and prosper, and we are proud of our strong commitment to student education.

At Leeds University Business School we work hard to ensure that our shared University values (collaboration, compassion, inclusivity and integrity) guide all our activities. We are committed to developing our culture so that we are able to work together to deliver our purpose to “make an exceptional impact on the economy, society and the planet”. We aim to do this by pursuing our goals of developing innovative solutions for society and building a community of responsible leaders.

Everyone at the Business School has a part to play in realising this vision - whether you are involved in education, research, external engagement or professional support. Everyone has skills, knowledge, talent and experience of value - we all have something to offer and we all have a part to play in contributing to collective success. This is at the heart of who we are and how we treat one another. We want all colleagues to feel excited about going to work, to feel valued, to be challenged, to feel part of something bigger and to have fun along the way. To make this a reality we expect all colleagues to champion our shared values, to help us to strengthen our culture and to contribute to our common purpose.

We are dedicated to diversifying our community and we welcome the unique contributions that individuals can bring, and particularly encourage applications from, but not limited to Black, Asian, people who belong to a minority ethnic community; people who identify as LGBT+; and disabled people. Candidates will always be selected based on merit and ability.



Information for disabled candidates

Information for disabled candidates, impairments or health conditions, including requesting alternative formats, can be found on our [Accessibility](#) information page or by getting in touch with us at hr@leeds.ac.uk

Criminal Record Information

Rehabilitation of Offenders Act 1974

A criminal record check is not required for this position. However, all applicants will be required to declare if they have any 'unspent' criminal offences, including those pending.

Any offer of appointment will be in accordance with our Criminal Records policy. You can find out more about required checks and declarations in our [Criminal Records](#) information page.

