

THE UNIVERSITY OF MANCHESTER
PARTICULARS OF APPOINTMENT
FACULTY OF HUMANITIES
ALLIANCE MANCHESTER BUSINESS SCHOOL
BUSINESS DEVELOPMENT MANAGER
VACANCY REF: HUM-13719

Salary: £32,236 to £39,609 per annum (according to relevant experience)
Hours: Full Time
Duration: ASAP for 2 Years
Location: Oxford Rd, Manchester

Enquiries about the vacancy, shortlisting and interviews:

Contact: Stuart Wells, Executive Director Client Relations

Email: stuart.wells@manchester.ac.uk

Overall Purpose of the Job:

The post-holder is responsible for filling places on our suite of open programmes. This is achieved by building relationships with alumni and individuals who wish to develop their career and with organisations that see development programmes as an essential part of their talent management strategy. They will work closely with colleagues in relationship management role throughout the School and the wider University to achieve this.

Key Responsibilities, Accountabilities or Duties:

1. Ensure they are familiar with the design, learning objectives and overall purpose of all open Executive Programmes at Alliance Manchester Business School (Alliance MBS). Understand the wider activities of Alliance MBS including all Executive Education offers, postgraduate courses, MBAs & DBAs.
2. Be responsible for achieving an annual target of places on each open programme as agreed with the Executive Director Client Relations.
3. Using databases and up to date lists to identify, approach and secure appropriate private and public sector organisations who can send multiple delegates on our programmes.
4. Secure, coordinate and attend meetings with potential commissioners and delegates making presentations to discuss the programmes and benefits for individuals and

organisations. This may require collaboration with programme directors to ensure that senior colleagues attend where necessary to complete a major sale.

5. Work closely with the marketing team to ensure that all individual marketing approaches put in place clearly articulate the correct messaging and targets and filters through to the right delegates for the post-holder to convert. Feed into the annual marketing strategy plan in conjunction with the marketing team.
6. Be the initial point of contact for all calls and enquiries relating to open programmes. This involves working with each Programme Director to ensure you are informed enough about each programme to answer most queries.
7. Ensure colleagues in customised executive education sales and all other external facing roles are also aware of the programmes and informed enough to cross-sell as appropriate. Be able to cross- sell customised programmes and liaise with client directors.
8. Create a programme of taster sessions at Alliance MBS at regular intervals throughout the year to promote open courses.
9. Attend networking events in the city and region representing Alliance MBS Executive Education effectively, and be present on exhibition stands to sell open programmes.
10. Forge relationships with agencies and organisations in the city and region which can enhance the promotion of open programmes.
11. Attend industry events and work towards speaking at conferences and publishing.
12. Monitor competition in open programmes and differentiate the Alliance MBS Executive Education offer intelligently. Identify opportunities and gaps in the market for new open programmes via meetings with key commissioners.
13. Collaborate with internal stakeholders in Business Engagement across the University of Manchester sharing knowledge about companies and contacts.
14. Proactively work with Managing Director Executive Education to implement process and policy improvements, leading to increased levels of customer service.
15. Post holders are required to familiarise themselves with the University's Equality and Diversity policies and to actively support these wherever possible.
16. Improve personal capabilities by undertaking appropriate training and developmental opportunities.
17. Other tasks and responsibilities that may reasonably be requested by your line manager

Please note that out of hours working and travel globally will be required.

PERSON SPECIFICATION

Essential Knowledge, Skills and Experience:

- Educated to degree level.

- Sales Experience and demonstrable ability to achieve sales targets.
- An understanding of the benefits of management development programmes to individuals and organisations and the ability to persuade others of that benefit.
- Ability to build relationships with senior managers and buyers.
- Able to analyse financial and market data effectively.
- Able to make decisions independently and under pressure whilst representing Alliance MBS and the client externally.
- Able to communicate effectively, verbally and in writing and build excellent working relationships people of all levels, including corporate clients, senior faculty and senior college stakeholders. This includes an excellent presentation and pitching style.
- Positive and energetic, you should be self-motivated and have a focus on providing excellent customer service to both internal and external stakeholders.
- Must be prepared to be “hands on” in a small team.
- Ability to prioritise workload, and have flexibility to react positively to constant change.
- Good personal organisation and time management.
- Experience in managing and meeting budgets and confidence to negotiate with external suppliers.
- Computer literate in word, excel, power point and outlook.

Desirable Knowledge, Skills, Experience and Qualifications:

- Experience of working internationally.