

**Business Development Lead,
Virtual and Immersive Production
– KTP Associate**



OPPORTUNITY

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Reference: 0463-24

**Salary: £30,520-£32,410 per annum depending on experience with
up to £3,333 dedicated development and training budget**

Contract Type: Fixed term (20 months)

Basis: Full Time

Job description

This 20-month project takes the form of a [Knowledge Transfer Partnership](#) (KTP), which provides you with practical and formal training and the availability of support from experienced mentors from [Metro-Boulot-Dodo Limited \(MBD\)](#), [Aston University](#) and [Innovate UK Business Connect](#).

Job Purpose:

This Knowledge Transfer Partnership (KTP) project aims to develop, trial and implement a novel companion business model, which integrates MBD's current grants-based business model with a commercial model that enables MBD to exploit commercial opportunities in Virtual Production.

MBD is a not-for-profit organisation specialising in immersive digital storytelling experiences in the arts/culture/heritage sector. The majority of work is funded through public grants or grant recipients, leading to an over-reliance on restricted income. MBD recognises it needs to diversify its income and exploit its resources more effectively, to support its long-term financial stability and growth.

Having recently invested in a high-end professional Virtual Production (VP) studio and with unique expertise in VP technologies and delivery, MBD has identified the opportunity to address the under-utilisation of its equipment, skills and staff by developing commercial service offerings to meet the rising demand for VP across multiple industries. The synergy between the commercial and grants-based business models is key to ensure MBD can successfully operate multiple business models, whilst retaining its core values and brand reputation.

This KTP aligns with MBD's strategic aim to diversify revenue outside of traditional areas and the legacy capabilities will enable MBD to continue to innovate and respond with agility to new market/technology opportunities, to remain relevant, competitive and sustainable.

This KTP is a great opportunity for someone who wishes to plan and deliver business change. You will work with senior University academics on a commercial project which puts theory and modelling into practice.

Candidate Profile: The candidate for this position should possess a Bachelor's degree in a Business related discipline and have industry experience in marketing, operations, or innovation. Ideally, the candidate should also have a Master's or equivalent degree in a relevant field. The candidate should have a good understanding of the creative/cultural sector and a keen interest in creative uses for technology.

Skills/ experience required include:

- ▶ Experience of designing/innovating commercial business models to identify and acquire new customer groups.
- ▶ Experience of B2B sales and marketing.
- ▶ Experience of digital marketing.
- ▶ Ability to manage strategic change in a complex and dynamic business environment.
- ▶ Ability to engage and manage stakeholders to cultivate relationships key to business growth and success.
- ▶ Ability to apply entrepreneurial thinking to the development of new business opportunities.
- ▶ Excellent communication and interpersonal skills when working with key clients, internal teams and other stakeholders.
- ▶ Experience within and knowledge about the not-for-profit sector is desirable.

Main duties and Responsibilities

- ▶ Innovate commercial business model to identify potential customer segments in virtual and immersive production market.
- ▶ Develop compelling value propositions to target the customer segments and design new services to capture value.
- ▶ Develop and introduce a robust marketing strategy including research/planning, analytics, marketing channels and communications.
- ▶ Develop leads and client relationships to deliver mini projects and generate income during the project timeline.
- ▶ Implement the business model and marketing strategy to drive discussions and collaboration with potential clients, ensuring successful advancement towards commercialisation.
- ▶ Establish a symbiotic relationship between commercial and grant-based models to integrate economic and social value.
- ▶ Foster an entrepreneurial mindset and the optimal organisational structure/culture to support ongoing growth.

Additional responsibilities

- ▶ Engage in continuous personal and professional development in line with the demands of the role, including undertaking relevant training and development activities to develop themselves and support the development of others.
- ▶ Ensure and promote the personal health, safety and wellbeing of staff and students.
- ▶ Carry out duties in a way which promotes fairness in all matters and which engenders trust.
- ▶ Promote equality of opportunity and support diversity and inclusion as well as working to support the University's environmental sustainability agenda and practices.
- ▶ Work closely and collaboratively with the rest of the MBD team observing the cooperative values of self-help, self-responsibility, democracy, equality, equity and solidarity.

Person specification

	Essential	Method of assessment
Education and qualifications	Bachelor's degree (or equivalent) in a Business-related discipline and have industry experience in marketing, operations, or innovation.	Application form
Experience	Experience of applying skills in a commercial environment, including business model design, marketing, and customer acquisition. Experience in implementing innovative solutions in a commercial environment.	Application form and interview
Aptitude and skills	Entrepreneurial mindset. B2B sales and marketing. Digital marketing. Strategic change management in a complex and dynamic business environment. Stakeholder and client engagement and management. Communication and interpersonal skills. Quantitative and qualitative research skills.	Application form and interview
Other	Satisfactory DBS clearance is required.	

	Desirable	Method of assessment
Education and qualifications	A Master's or equivalent degree in a relevant field such as marketing, operations, innovation or information management.	Application form
Experience	Experience in the not-for-profit sector. An understanding of the virtual and immersive production market or the wider creative technology sector. Lead the launch of new products/services.	Application form and interview

	Desirable	Method of assessment
Aptitude and skills	<p>Leadership and maturity of communication.</p> <p>Ability to work within cross-disciplinary project teams.</p> <p>Strong desire to pursue innovative approaches.</p> <p>Ability to lead the development of marketing materials.</p>	<p>Application form and interview</p>

How to apply

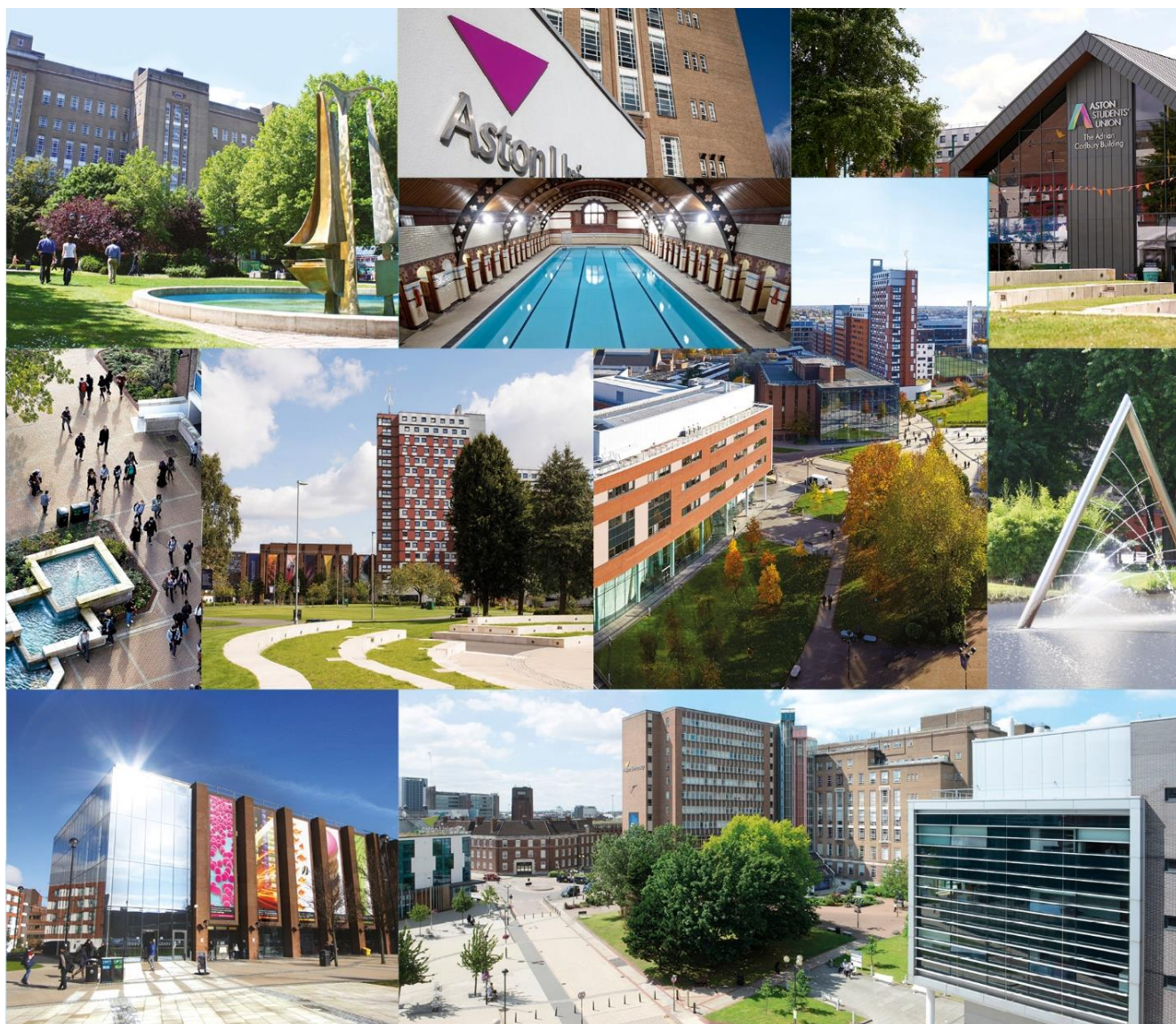
You can apply for this role online via our website <https://www2.aston.ac.uk/staff-public/hr/jobs>.

Applications should be submitted by 23:59pm on the advertised closing date.

All applicants must complete an application form, along with your CV.

Any CV sent direct to the Recruitment Team and Recruiting Manager will not be accepted.

If you require a manual application form then please contact the Recruitment Team via recruitment@aston.ac.uk.



Contact information

Enquiries about the vacancy:

Name: Dr Yang Zhao

Job Title: Operations and Information Management Department, Aston Business School

Email: y.zhao16@aston.ac.uk

Enquiries about the application process, shortlisting or interviews:

Recruitment Team via recruitment@aston.ac.uk or 0121 204 4500.

Additional information

Working in Birmingham: <https://www2.aston.ac.uk/birmingham>

Employment of Ex-Offenders: Under the Rehabilitation of Offenders Act 1974, a person with a criminal record is not required to disclose any spent convictions unless the positions they applying for is listed an exception under the act.

Eligibility to work in the UK: You should ensure that you meet the eligibility requirements, including meeting the [English language standards](#). If you do not meet the eligibility criteria, any application for a work visa would be unsuccessful. Please see UKVI guidance for further information on eligibility, knowledge of English requirements and approved test centres <https://www.gov.uk/tier-2-general>

With the end of free movement for EU/EEA/Swiss nationals from 1 January 2021, the UK's new immigration system applies to all non-UK/Irish nationals who require a visa.

Where an individual is subject to UK immigration control, they will require a visa to work in the UK.

The following individuals do not need a visa for the UK, but do still have to prove their right to work before employment can commence:

- **British Citizens or Irish Nationals**
- **EU/EEA/Swiss nationals with Settled or Pre-settled status under the EU Settlement Scheme**
- **Non-EEA nationals with Indefinite Leave to Remain/Settlement in the UK**

The main routes available for those who need a visa to work in the UK are **Skilled Worker**, **Global Talent** and the **Graduate Route**.

You can find further information about each of these visa routes on our [candidate immigration page](#).

If you will conduct research in your role, you may need to apply for and obtain ATAS clearance before Aston can issue a Certificate of Sponsorship for your visa application. Please see below for further details.

Academic Technology Approval Scheme (ATAS): If you will conduct research in your role and you apply for a Skilled Worker or Temporary Worker GAE visa, you may need to apply for and obtain ATAS clearance before Aston can issue a Certificate of Sponsorship for your visa application.

This process can take at least 6 weeks to process, and Aston will consider this when confirming your expected start date. Processing times will increase between April and September and can longer to complete.

There is no fast-track option available. ATAS certificates will be processed in order of receipt.

You can find more information about ATAS on our [candidate immigration page](#).

Before you start and Right to Work

90-day entry vignette

If you have applied for your visa outside of the UK, you will receive a vignette in your passport which is usually valid for 90 days. Please make sure to travel to the UK within the 'valid from' and 'valid to' dates on this visa. If you entered the UK before or after these dates, you would not 'activate' the visa and you would need to leave and re-enter the country.

You will also receive a decision letter confirming details about your immigration permission and where to collect your Biometric Residence Permit.

Cost of Living - Estate and Letting Agents

There are numerous Estate and Letting Agents in and around Birmingham that can help you find suitable accommodation. The [Midland Landlord Accreditation Scheme](#) provides a list of professional agencies and landlords who have applied with them for accreditation. Whilst accreditation is not a guarantee of quality, it provides some reassurance about the standard of the service they provide.

You can also use property search websites such as [Rightmove](#) or [Zoopla](#).

Equal Opportunities: Aston University promotes equality and diversity in all aspects of its work. We aim to ensure, through our admissions policies for students, and our staff recruitment and selection processes that we encourage applications from all groups represented in the wider community at a local, national and international level.

The University will endeavour not to discriminate unfairly or illegally, directly or indirectly, against student or potential students, staff or potential staff. This commitment applies to all functions of the University and to any stage of an individual's career.

An Equal Opportunities Monitoring Form is included within the application form. Data you provide on the Equal Opportunities Monitoring Form will be included in a general database, for statistical monitoring

purposes, enabling the University to monitor the effectiveness of its Policy, Codes of Practice and Guidelines on Equal Opportunities in Employment. Individuals will not be identified by name.

Data Protection: Your personal data will be processed in compliance with the Data Protection Act 2018 and the General Data Protection Regulation ((EU) 2016/679) (“GDPR”). The University’s Data Protection Policy and Privacy Notices, including the Job Applicant Privacy Notice can be found at <https://www2.aston.ac.uk/data-protection>. Your application will only be used to inform the selection process, unless you are successful, in which case it will form the basis of your personal record with the University which will be stored in manual and/or electronic files. Information in statistical form on present and former employees is given to appropriate outside bodies.

Full details of our terms and conditions of service and associated policies and procedures are available online at <https://www2.aston.ac.uk/staff-public/hr/policies>

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[aston.ac.uk](https://www2.aston.ac.uk)



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