

## Senior Business Development Manager



**OPPORTUNITY**

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**Reference: 0006-25R**

**Grade: 09**

**Salary: £46,735 to £55,755 per annum, depending on experience**

**Contract Type: Permanent**

**Basis: Full-time**

## Job description

### Job Purpose:

Acting as an interface between the Colleges, Industry, and other organisations as appropriate, the SBDMs will identify, assess and analyse business opportunities and requirements and will establish, develop and manage collaborative projects and relationships between academic teams and external stakeholders to achieve our key performance indicators and to drive up income. The SBDMs will be joining a highly motivated and developing team and will be central to the University achieving its key objectives for business engagement and income generation.

The successful candidates will have a proven track record of successful business development and client management with major corporates, along with a proven ability to secure sales and deliver significant growth in income. In addition to this, relevant sector experience will be required to ensure a cognate understanding of sector needs and requirements. We are looking for innovative and entrepreneurial BDMs that can broker long-lasting, value generating partnerships between industry and academia.

The SBDMs will join Aston University with established external connections in the sector for which they are applying, with an overarching objective to drive revenue generation. The ideal candidates are characterised by a profound understanding of business dynamics, adept strategic thinking, exceptional relationship-building acumen, and a robust background in business development and sales. Also, they will need to be sensitive and appreciative of the culture of Aston University and the values of the Higher Education sector more broadly.

This role will be aligned to the College of Healthcare and Life Sciences.

### Role Outline

- ▶ Partnership Development: Identify, prioritise, and cultivate strategic partnerships with industry leaders, government agencies, and non-profit organisations to enhance the university's research, educational, and outreach objectives.
- ▶ Revenue Generation: Develop and implement innovative strategies to generate revenue through partnerships, sponsorships, licensing agreements, and other collaborative ventures. This should be centred around the creation of several strategic partners within each College, each of which should be contributing £1m+ income for the University.
- ▶ Market Analysis: Conduct market research and analysis to identify emerging trends, potential partners, and areas of opportunity for collaboration.
- ▶ Account Management: Focus business development efforts across a minimum of six key accounts for each College, adopting a consultative selling approach incorporating offerings across Aston's entire educational portfolio.
- ▶ Relationship Management: Build and maintain strong relationships with key stakeholders, including industry executives, government officials, faculty members, and University leadership, to facilitate collaboration and drive mutually beneficial outcomes.
- ▶ Proposal Development: Lead the development of proposals, presentations, and business cases to secure funding, grants, and partnerships in support of University initiatives.
- ▶ Contract Negotiation: Negotiate partnership agreements, contracts, and licensing terms to ensure favourable outcomes for the University while mitigating risks and maximising value.
- ▶ Cross-functional Collaboration: Collaborate closely with internal teams, including research centres, Colleges, and administrative units, to align business development efforts with institutional goals and priorities.

## **Main Duties/Responsibilities**

- ▶ To create and maintain a commercial/enterprise strategy which aligns market need with the unique product/service offerings from each College.
- ▶ To develop and manage strategic partnerships with business and industry in line with the Aston 2030 Strategy and manage key accounts for the institution. The accounts will be high profile organisations which will make a considerable impact to Aston University's commercial income. The strategic partnerships are expected to provide regular annual income streams of £1m+ and are expected to represent a 5-year commitment to the University.
- ▶ Understand how to build viable value propositions for industrial customers who require bespoke solutions from Aston University, helping them to overcome specific operational challenges that cannot be solved with "off the shelf" products. This will include deploying costing structures that deliver value to the client but also present solid income streams to the University with healthy profit margins, and with minimised risk.
- ▶ Work closely with the wider team of PVCs, Executive Deans and Academic staff to identify priorities and key projects to pursue. Will lead on relationships with stakeholders in the Colleges and Aston Professional to ensure fully integrated offering to the client.
- ▶ To lead on major funding bids and proposals, generating external funding for work-based training projects, consultancy, continuing professional development and executive education, degree apprenticeships, and facilities.
- ▶ Deliver agreed individual annual sales targets.
- ▶ To secure buy-in from staff across the University to deliver on projects with external businesses, develop relationships, develop, and maintain a wide industry network, follow up leads on behalf of senior colleagues and act as account manager.
- ▶ To research trends, gather intelligence, analyse market trends, and produce reports, pitches, and fully costed (and viable) commercial proposals/bids for academic and client audiences.
- ▶ To identify and support marketing and promotional activities, working closely with the Business Development Director and the Marketing team, to increase Aston's brand equity, and greater interaction between the University and industry.
- ▶ To sit on influential panels and boards of institutes, associations, trade boards, industry panels etc. to influence, lobby and provide thought leadership in areas of competence. Represent the University, and relevant academic teams at relevant external events. This post will necessitate some travel and early morning, evening, or weekend working.
- ▶ To work with data/management information systems to support the industrial engagement and client management activities, in order to evaluate priority opportunities. Also to be used for tracking leads and processes, as well as report on relevant KPIs.
- ▶ To regularly update the PVC and Executive Deans of Colleges on secured business and achievements of targets.
- ▶ Any other duties that may be assigned from time to time by the Director of Business Development.

## **Additional responsibilities**

- ▶ Engage in continuous personal and professional development in line with the demands of the role, including undertaking relevant training and development activities.
- ▶ 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.

## Person specification

	Essential	Method of assessment
<b>Education and qualifications</b>	<ul style="list-style-type: none"> <li>▶ Minimum of a 2.1 honours degree.</li> </ul>	Application form
<b>Experience</b>	<ul style="list-style-type: none"> <li>▶ A demonstrable track record of successful experience of commercial management and achievement of challenging revenue targets and securing new business.</li> <li>▶ Experience of developing and delivering high value, strategically important projects.</li> <li>▶ Good understanding of degree apprenticeships and their operational performance.</li> <li>▶ Good understanding of the national skills demands and requirements from an education and employer perspective.</li> </ul>	Application form and interview
<b>Aptitude and skills</b>	<ul style="list-style-type: none"> <li>▶ Confidence to master new areas of knowledge and skills with the ability to understand, work with, and promote a diversity of technical / academic personnel and capability.</li> <li>▶ Ability to establish personal credibility with a broad range of management practitioners, including directors, budget holders and programme participants with major corporate organisations.</li> <li>▶ Consistently demonstrate a customer centric approach with everything we do, combined with a desire to delight the customer at every opportunity.</li> </ul>	Application form and interview

	Essential	Method of assessment
	<ul style="list-style-type: none"> <li>▶ Proven skills in negotiation and influencing, including the ability to direct resources appropriately to pursue new bids or opportunities.</li> <li>▶ Excellent written and verbal communication skills with the ability and confidence to communicate with a wide range of stakeholders both internally and externally.</li> <li>▶ Outstanding interpersonal skills.</li> <li>▶ Ability to work to tight deadlines, on multiple projects simultaneously with the ability to adapt to change.</li> </ul>	

	Desirable	Method of assessment
<b>Education and qualifications</b>	<ul style="list-style-type: none"> <li>▶ MBA or equivalent postgraduate management qualification or equivalent industry experience</li> </ul>	Application form
<b>Experience</b>	<ul style="list-style-type: none"> <li>▶ Experience of working in a UK Higher Education Institution.</li> <li>▶ Experience of working on strategic initiatives operating across an entire organisation.</li> </ul>	Application form and interview
<b>Aptitude and Skills</b>	<ul style="list-style-type: none"> <li>▶ Understanding of business intelligence applications including PowerBI.</li> </ul>	Application form and interview

## University values


All staff are expected to demonstrate/promote the University's values and expectations, which are an integral part of our strategy and underpin the culture of the University. In addition, our leaders are expected to be accountable, help to execute strategic visions of the University and share and set clear expectations that inspire those around them.

Values + Behaviours

**Innovation**  
We strive for excellence within ourselves and others, providing solutions to new and existing challenges.

**Collaboration**  
We work best when we are collaborative, working together to contribute to the Aston community.

**Ambition**  
We strive together for improvement and innovation looking ahead to see the bigger picture.

**Inclusion**  
We treat everyone in our community equally and how they would like to be treated.

**Integrity**  
We are open, honest and fair. We take ownership of the way we work and how we treat each other.

## 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](mailto:recruitment@aston.ac.uk).

## Contact information

### Enquiries about the vacancy:

Name: Steve Statham

Job Title: Director of Business Development

Email: [s.statham@aston.ac.uk](mailto:s.statham@aston.ac.uk)

### Enquiries about the application process, shortlisting or interviews:

Recruitment Team via [recruitment@aston.ac.uk](mailto:recruitment@aston.ac.uk) or 0121 204 4500.

## Additional information

Visit our website <https://www2.aston.ac.uk/staff-public/hr> for full details of our salary scales and benefits Aston University staff enjoy.

**Salary scales:** <https://www2.aston.ac.uk/staff-public/hr/payroll-and-pensions/salary-scales/index>

**Benefits:** [Benefits and Rewards | Aston University](#)

**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 are 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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