

**OPPORTUNITY**

Where change  
gets real.



**Reference: 0006-26A**

**Grade: 9**

**Salary: £47,389 to £56,535 per annum, depending on experience**

**Contract Type: Permanent**

**Basis: Full Time**

## Job description

### Job Purpose:

Aston University's 2030 strategy is *Inclusive, Entrepreneurial and Transformational*. We are building a new model of university for a changing world. Our vision is to be a leading university of science, technology and enterprise, measured by the positive transformational impact we achieve for our people, students, businesses and the communities we serve.

Reporting to the Director of Business Development & Advancement, the Senior Business Development Manager (SBDM) will play a lead role in driving strategic partnerships and growth opportunities for the University. You will lead efforts to identify, cultivate and negotiate collaborations with key external partners, government bodies and non-profit organisations to create value and drive ambitious commercial outcomes for Aston University in line with the 2030 strategy.

This role is specifically aligned to the College of Health and Life Sciences.

### Role Profile

Acting as an interface between the College, the healthcare sector and other organisations as appropriate, the SBDM will identify, assess and analyse commercial opportunities, and will establish, develop and manage collaborative projects and relationships between academic teams and external stakeholders to achieve key performance indicators and create multiple income streams. The SBDM will be joining a developing team and will be central to the University in helping to achieve its key objectives for business engagement and income generation.

The successful candidate will have a proven track record of creating successful commercial programmes, along with highly proficient client management capabilities with healthcare providers, combined with a proven ability to secure income opportunities and deliver significant growth in educational programme delivery. In addition, relevant sector experience will be required to ensure a comprehensive understanding of sector needs and requirements. We are looking for a SBDM that demonstrates strategic thinking and adaptability innovative and who can broker long-lasting, value-generating partnerships between healthcare and academia.

The SBDM will join Aston University with well-established external connections in healthcare, with an overarching objective to drive revenue generation. Ideal candidates will be characterised by a strong understanding of the skills needs of the NHS, particularly those of Trusts and ICBs located in the West Midlands region; a solid appreciation of Learning & Development strategies and budget operations within these Trusts; exceptional relationship-building acumen; and a robust background in business development or commercially focused roles. Candidates will also need to be able to work effectively within the culture and values of Aston University and the wider Higher Education sector.

### Role Outline

- ▶ **Partnership Development:** Identify, prioritise and cultivate strategic partnerships with influential leaders in the NHS and wider healthcare sector, government agencies and other non-profit organisations to enhance the University's research, educational and outreach objectives.
- ▶ **Revenue Generation:** Develop and implement innovative upskilling strategies on behalf of NHS Trusts and ICBs, delivering services such as apprenticeships, senior leadership programmes, short courses and other collaborative ventures. This should be centred on the creation of strategic partnerships with the College, with a minimum target contribution of £1m+ income for the University.

- ▶ **Market Analysis:** Conduct market research and analysis to identify emerging trends across the NHS and wider healthcare sector, potential partners and areas of opportunity for collaboration.
- ▶ **Account Management:** Focus business development efforts across a minimum of six key accounts, adopting a consultative selling approach that incorporates offerings across Aston's extensive educational portfolio.
- ▶ **Relationship Management:** Build and maintain strong relationships with key stakeholders, including industry executives, government officials, academic staff and University leadership, to facilitate collaboration and drive mutually beneficial outcomes.
- ▶ **Proposal Development:** Lead the development of proposals, presentations and business cases to potentially 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 healthcare commercial strategy which aligns market need with the specialist product/service offerings from the College.
- ▶ To develop and manage strategic partnerships with the sector in line with the Aston 2030 Strategy and manage key accounts for the institution. The accounts will be major organisations across the NHS and life sciences sector which will make a significant impact on Aston University's commercial income. The strategic partnerships are expected to provide regular annual income streams of £1m+ and represent a five-year commitment to the University.
- ▶ To understand how to build viable value propositions for key clients in the NHS and wider healthcare sector who require bespoke solutions from Aston University, helping them to overcome specific operational challenges that cannot be solved with off-the-shelf products.
- ▶ To work closely with the wider team of PVCs, Executive Deans and academic staff to identify priorities and key projects to pursue. To lead on relationships with stakeholders in the College and Aston Professional to ensure a 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.
- ▶ To deliver agreed individual annual sales targets.
- ▶ To secure buy-in from staff across the University to deliver projects with external businesses, 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, and develop 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 interaction between the University and industry.
- ▶ To sit on influential panels and boards of institutes, associations, trade boards and industry panels to influence, lobby and provide thought leadership in areas of competence. To represent the University and relevant academic teams at relevant external events.
- ▶ To work with data and management information systems to support industrial engagement and client management activities in order to evaluate priority opportunities, track leads and processes, and report on relevant KPIs.
- ▶ To regularly update the PVC and Executive Deans of Colleges on secured business and achievement of targets.

### **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>	Minimum of a 2.1 honors degree or relevant industry experience demonstrating equivalent knowledge and capability within the healthcare sector.	Application form
<b>Experience</b>	<p>A demonstrable track record of experience of commercial management and achievement of challenging revenue targets, and securing new business.</p> <p>Experience of developing and delivering high value, strategically important projects.</p> <p>Demonstrable understanding of the higher education sector.</p> <p>Knowledge of degree apprenticeships and their operational performance.</p> <p>Good understanding of the healthcare landscape both nationally and regionally.</p> <p>Good understanding of the national skills demands from the NHS and wider healthcare sector.</p>	Application form and interview
<b>Aptitude and skills</b>	<p>Ability to rapidly acquire new knowledge and skills with the ability to understand, work with, and promote a diversity of technical / academic personnel and capability.</p> <p>Ability to establish personal credibility with a broad range of management practitioners, including directors, budget holders and programme participants with major corporate organisations.</p> <p>Consistently demonstrate a customer-centric approach with everything we do, combined with a strong commitment to customer service excellence at every opportunity.</p>	Application form and interview

	Essential	Method of assessment
	<p>Proven skills in negotiation and influencing, including the ability to direct resources appropriately to pursue new bids or opportunities.</p> <p>Excellent written and verbal communication skills with the ability and confidence to communicate with a wide range of stakeholders both internally and externally.</p> <p>Outstanding interpersonal skills.</p> <p>Ability to work to tight deadlines on multiple projects simultaneously with the ability to adapt to change.</p>	

	Desirable	Method of assessment
<b>Education and qualifications</b>	MBA or equivalent postgraduate management qualification or equivalent industry experience	Application form
<b>Experience</b>	<p>Experience of working in a UK Higher Education Institution.</p> <p>Experience of working on strategic initiatives operating across an entire organisation.</p>	Application form and interview
<b>Aptitude and Skills</b>	Understanding of business intelligence applications including PowerBI.	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					
	<b>Innovation</b>	<b>Collaboration</b>	<b>Ambition</b>	<b>Inclusion</b>	<b>Integrity</b>
	We strive for excellence within ourselves and others, providing solutions to new and existing challenges.	We work best when we are collaborative, working together to contribute to the Aston community.	We strive together for improvement and innovation looking ahead to see the bigger picture.	We treat everyone in our community equally and how they would like to be treated.	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 & Advancement

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 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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