

**Senior Business Development Manager  
Engineering & Physical Sciences**

**OPPORTUNITY**

Where change  
gets real.



**Reference: 0006-26B**

**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**. The Senior Business Development Manager (SBDM) for EPS will drive strategic partnerships, commercial growth, and income generation for the Engineering & Physical Sciences school.

Reporting to the Director of Business Development & Advancement, the postholder will identify, cultivate, and negotiate collaborations with industry, government departments, and engineering-focused organisations to create value and deliver ambitious commercial outcomes aligned to the Aston 2030 strategy.

This role is specifically aligned to the Engineering and Physical Sciences school.

### Role Profile

Acting as an interface between the school, the engineering and manufacturing sector, and other organisations as appropriate, the SBDM's prime aim will be to identify, assess and analyse commercial opportunities. They will also establish, develop and manage collaborative projects and relationships between academic teams and external stakeholders to achieve our key performance indicators and to 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 commercial programmes delivering measurable income and growth, along with highly proficient client management capabilities with major players across industry, added with a proven ability to secure income opportunities and deliver significant growth across our various educational programmes. In addition to this, relevant sector experience will be required to ensure a comprehensive understanding of sector needs and requirements. We are looking for an SBDM who is able to develop and implement new commercial approvals and that can broker long-lasting, value generating partnerships.

The SBDM will join Aston University with well established external connections, with an overarching objective to drive revenue generation. The ideal candidates are characterised by a strong understanding of the skills needs of the sector; a solid appreciation of developing Learning & Development strategies with key organisations, and a strong background in business development or commercially focused roles. Also, they will need to be able to work effectively within the culture and values of Aston University and the Higher Education sector.

### Role Outline

- ▶ **Partnership Development:** Build strategic partnerships across engineering, advanced manufacturing, technology, energy, transport and related sectors.
- ▶ **Revenue Generation:** Develop innovative commercial programmes including CPD, consultancy, degree apprenticeships, short courses and technical training, targeting £1m+ annual income.
- ▶ **Market Analysis:** Conduct market research to identify trends in engineering and technology innovation, workforce needs, and commercial opportunities.
- ▶ **Account Management:** Lead business development for key engineering accounts, aligning solutions across Aston's educational and research portfolio.

- ▶ Relationship Management: Maintain strong relationships with industry leaders, government agencies, and internal academic stakeholders.
- ▶ Proposal Development: Lead development of proposals, commercial bids, presentations and business cases.
- ▶ Contract Negotiation: Negotiate commercial agreements, ensuring value and risk mitigation.
- ▶ Cross-functional Collaboration: Work with research centres, academic departments, and central teams to align business development to institutional priorities.

### **Main Duties/Responsibilities**

- ▶ Develop a commercial strategy for the engineering sector aligned with the specific strengths of EPS.
- ▶ Manage strategic partnerships that are expected to generate sustained and growing income streams over 5 years.
- ▶ Build bespoke value propositions for clients requiring tailored engineering solutions.
- ▶ Work closely with PVCs, Executive Deans and academics to prioritise and pursue opportunities.
- ▶ Lead major funding bids for work-based training, research partnerships, CPD, and facilities.
- ▶ Achieve agreed annual sales targets.
- ▶ Drive cross-University engagement in external projects and relationship development.
- ▶ Produce market intelligence reports and fully costed commercial proposals.
- ▶ Support marketing and promotional activities to enhance Aston's engineering brand.
- ▶ Represent the University on panels, boards, and external events across engineering sectors.
- ▶ Use management information systems to evaluate opportunities, track KPIs and support decision-making.
- ▶ Provide regular updates to senior leaders.
- ▶ Undertake additional duties as required.

## 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 sector.	Application form
<b>Experience</b>	<p>A demonstrable track record of successful 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 engineering landscape both nationally and regionally.</p> <p>Good understanding of the national skills demands from the engineering and manufacturing 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</p>	Application form and interview

	Essential	Method of assessment
	<p>do, combined with a desire to delight the customer at every opportunity.</p> <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.

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.