



## **Job Detail**

(Overview, Role Detail and Person Specification)

# Research and Enterprise Division

## **Business Development Associate**

### **Grade 07**

## **Role Title: Business Development Associate**

## **Reports To: Business Development Manager**

### **Overview**

The University has a new strategy for innovation, which sets out how the University will drive forward its ambitions for research and enterprise and contribute to Salford's strategic priority of Industry Collaboration. This strategy supports our plans to grow industry engagement and income, enhance the student experience, develop critical mass in areas of world class research, produce real-world impacts, and develop a vibrant community of high-quality researcher and enterprise leaders.

To support this strategy, the University has recently merged the Directorate of Research & Knowledge Exchange (RKE) and Industry Collaboration & Commercial Services (ICCS), to create the Research and Enterprise Directorate. The new Directorate will support the integration of Research and Enterprise activity towards a singular integrated approach to Industry collaboration, and to continue to respond to the external knowledge exchange and research drivers of the UK Government and local Innovation Strategies and Global Challenges.

As a member of the Directorate the successful candidate will join a team who collectively support the development of a pervasive research and enterprise culture, enhancing our industry collaboration activities and driving enterprise and research income and increasing capable capacity. Our success will be measured by the multidisciplinary, mutually beneficial nature of this work, for the benefit of our students and campus culture, making Salford the place to create, collaborate, learn and launch a career.

### **Role Detail**

#### **Role Purpose**

The successful development of industry partnerships and strategic relationships will play a key role in delivering the University strategy for external engagement, with the overall aim of meeting the University's enhanced external income targets and Higher Education Business - Community Interactions (HE-BCI) survey ranking aspiration.

Reporting to the Business Development Manager, and as part of the Industry Partnerships & Commercial Services BDM Team, the postholder will support the Strategic Partnership Managers to deliver against School(s) sales targets, leading as appropriate in taking new and existing products and services to market whilst raising the profile of the institution's key enterprise offers. With a focus on generating new clients and business across a variety of sectors, you will provide leadership, advice and direction on matters of enterprise development, sales and marketing to increase the commercialisation opportunities of the University.

## Responsibilities

Working as part of the IP&CS BDM team and under the direction of the Business Development Manager (BDM) the postholder will support the BDM to:

- Engage key external stakeholders and establish intermediary networks, in order to gain sector information and effectively promote the university's key research areas as well developing external understanding of products and service.
- To lead on marketing and business development activity, developing and implementing plans to achieve a market-leading position and promote revenue growth through taking new and existing products to market.
- Source new business relationship opportunities in key sectors as per market intelligence reports.
- Establish external client networks relevant to their sector; representing and promoting the University and its offer and using this to identify potential target organisations and secure new business opportunities.
- Promote the University's collaborative model for industry engagement and build a network of academics aligned to your school(s) and sector plans. Supporting the development of capable capacity.
- Develop and support new opportunities for income growth from Knowledge Exchange and Commercial Enterprises, particularly continuous professional development (CPD), consultancy, hire of facilities and specialist equipment and commercialisation.
- Identify and proactively respond to opportunities for business development collaboration, cross-fertilisation and co-production across schools and external partnerships as appropriate. To showcase expertise internally and externally based on agreed priorities.
- Lead on the execution of business development initiatives from start to finish, leveraging the skills of the Strategic Partnership Managers as required.
- Engage key internal stakeholders, in particular the Marketing and External Relations Team, to ensure a shared understanding and ownership of school and institutional business development and marketing plans; establish and grow collaborative networks to ensure sharing of best practice, information and content.

This role detail is a guide to the work you will initially be required to undertake. It may be changed from time to time to meet changing circumstances. It does not form part of your contract of employment.

## Person Specification

### Qualifications

	The successful candidate should have:	Essential/ Desirable	Tested by A,I,P,T
1	A good first degree or equivalent qualification/professional experience	Essential	A
2	A postgraduate management qualification	Desirable	A

### Background & Experience

	The successful candidate should have:	Essential/ Desirable	Tested by A,I,P,T
3	Track record of developing collaborative frameworks and networks, demonstrable success in securing new business	Essential	A, I
4	Understanding of how to commercialise University knowledge linked to teaching & learning, research, and academic practice.	Essential	A, I
5	A track record of contributing to and implementing work winning approaches to new business, whilst seeking continuous improvement of administrative processes, procedures, regulations, and practices.	Desirable	A, I
6	Experience planning and managing client acquisition plans and campaigns, optimising service and programme delivery, whilst creating long term relationships	Essential	A, I
7	Strong internal and external stakeholder management skills with proven track record of successfully engaging and influencing internal and external staff at all levels	Essential	A, I
8	Demonstrable understanding of complex organisational procedures and regulations in relation to income generation and commercial activities, and experience of their implementation	Desirable	A, I
9	Experience in creating income pipelines and managing account delivery plans.	Essential	A, I

### Knowledge

	The successful candidate should have demonstrable knowledge of:	Essential/ Desirable	Tested by A,I,P,T
10	Knowledge of HE income generation practices related to knowledge exchange, research, commercial Services, and academic services rendered	Essential	A, I
11	Customer relationship management systems and the implementation of such system across HE organisations	Essential	A, I
12	Process improvement techniques and deployment of client work winning processes	Essential	A, I
13	Identifying, building, and creating product and services in complex multi-matrix-based organisations	Desirable	A, I

## Skills & Competencies

	The successful candidate should demonstrate:	Essential/ Desirable	Tested by A,I,P,T
14	Skilled in developing presentations and professional pitch practices.	Essential	A, I
15	Strong team working skills and the ability to persuade, motivate and influence others	Essential	A, I
16	Strong interpersonal, communication, political and influencing skills, and the ability to form effective relationships	Essential	A, I
17	An analytical and results orientated approach with focus on quality, efficiency, margin, and ROI	Essential	A, I,
18	Creative problem solving and decision-making skills, and the ability to develop cultural change and vision.	Desirable	A, I

**A = Application form, I = Interview, P = Presentation, T = Test**

### Candidate Guidance

**\*\*In order to fully meet the essential criteria candidates must show clear evidence of how they meet the criteria. Simply stating that you have a skill or experience in an area is not sufficient, you must provide a clear example to show how you have met each of the criterion you address\*\*.**