

Post Details		Last Updated: 23/07/2024	
Faculty/Administrative/Service Department	Surrey Business School, Faculty of Arts, Business and Social Sciences		
Job Title	Business Development Officer		
Job Family	Professional Services	Job Level	4
Responsible to	SBS School Manager		
Responsible for (Staff)	Business Development Coordinator		
<p>Job Purpose Statement</p> <p>The post holder will have responsibility for Surrey Business School's business engagement activities, including the development of enterprise and executive education programmes. They will work closely with the School's External Engagement Committee and senior colleagues within the School and at the University level. The role will involve building a strong business community around the School and contributing to the development and delivery of the School's strategy.</p> <p>Proactive and effective business engagement is fundamental to the performance of Surrey Business School. It is crucial for providing attractive programmes at undergraduate and master's level, a strong student experience, high quality teaching and learning, employability and research impact. Additionally, it is key to generating diversified income for the School and University. The School represents itself, and the University, as a responsible corporate citizen within the local and regional business community, fostering goodwill and support. The post holder will play a leading role in all these areas.</p>			
<p>Key Responsibilities</p> <ol style="list-style-type: none"> 1. Working with senior colleagues, particularly the School's External Engagement Committee, to support the development of the School's external engagement strategy and executive education strategy. Develop and deliver operational plans to achieve the objectives set out in the strategies. 2. Manage the School's budget for business engagement, executive education, and venture building activities, ensuring maximum return on investment and meeting income generation goals. 3. Lead the delivery of projects, including achieving the Chartered Association of Business Schools Small Business Charter, and development of initiatives such as the Leadership Academy, Executive-in-Residence and Entrepreneur-in-Residence schemes. 4. Working with academic colleagues and external clients to develop, sell, and deliver executive education programmes to businesses, the public sector, and the third sector. 5. Support the MBA Director and MBA Officer in recruiting students from the School's business network. 6. Manage relationships with key business bodies, professional organisations, and strategically important businesses to ensure mutual benefit. Work effectively with the University's Partnerships and RIS Business Development teams as well as other business development colleagues across the University to enhance the School's and the University's work in this area. 7. Work with marketing colleagues to devise and deliver effective communications and engagement strategies with business audiences, promoting the School and selling executive education programmes and other income generating activities. 8. Ensure that School-level systems and processes are fit for purpose and support the business engagement activities across non-degree programmes, research impact and commercialisation, consultancy projects, and knowledge exchange. Enable colleagues to engage with these processes in an effective and timely manner and lead the drive for continuous improvement. 9. Line manage the Business Development Coordinator, contributing to their development and supporting them in meeting their annually set objectives. <p>N.B. The above list is not exhaustive.</p>			

All staff are expected to:

- Positively support equality of opportunity and equity of treatment to colleagues and students in accordance with the University of Surrey Equal Opportunities Policy.
- Work to achieve the aims of our Environmental Policy and promote awareness to colleagues and students.
- Follow University/departmental policies and working practices in ensuring that no breaches of information security result from their actions.
- Ensure they are aware of and abide by all relevant University Regulations and Policies relevant to the role.
- Undertake such other duties within the scope of the post as may be requested by your Manager.
- Work supportively with colleagues, operating in a collegiate manner at all times.

Help maintain a safe working environment by:

- Attending training in Health and Safety requirements as necessary, both on appointment and as changes in duties and techniques demand.
- Following local codes of safe working practices and the University of Surrey Health and Safety Policy.

Elements of the Role
Planning and Organising

- The post holder will be expected to manage their own work, planning their activity proactively and managing a range of priorities including the need to respond to external queries in a timely way through to longer term planning of business engagement and executive education activities.
- They will be expected to support their direct reports in the organisation of their workloads and take a leadership role in the organisation of business engagement and executive education projects.
- They will be responsible for planning and delivering a range of tasks and projects, working collaboratively with colleagues, sharing their specialist knowledge and taking the lead, to develop strategies and plans for business development and executive education across the School.
- They will be expected to utilise their experience and knowledge to act with a high level of agility and flexibility in adapting plans and strategies throughout the recruitment cycle in response to a range of largely external factors.

Problem Solving and Decision Making

- The post holder will be expected to make decisions and come up with solutions to problems utilising their own knowledge and experience. They will be expected to build on their in-depth knowledge and expertise to be able to respond to issues quickly. Providing advice and solutions to others is a significant part of this role.
- They will have the opportunity to refer more complex problems to their manager, or senior colleagues with specialist knowledge, but will be expected to recommend solutions, looking beyond the obvious, and implement them on behalf of the School.

Continuous Improvement

- The post holder will be expected to make a significant contribution to the ongoing improvement and refinement of the School's strategy for business engagement, executive education and third stream income generation, not least of all by developing their own knowledge and network.
- They will be expected to identify and implement improvements to the School level systems and processes that support business development and executive education and contribute to the improvement of practices in this area across the School.

Accountability

- The post holder will have autonomy to manage the school level systems and processes around business development and will lead on the implementation of key aspects of the external and business engagement strategy and resulting activities.
- This activity is essential to the delivery of the School's strategy to establish a strong and effective business community to contribute to the long term growth of the School.
- There is significant risk associated with this work not being delivered effectively as effective business engagement is tied to the reputation of the School, and consequently the University, its position in the highly competitive international business school market and its ability to generate a diversified income.

- The success of this role impacts directly on the School's success in a number of areas including student experience, employability and income generation. There will be measurable targets for the success of business development activity that the post holder will have responsibility for.

Dimensions of the role

- The post holder will have responsibility for planning spend and monitoring School level budgets that support business engagement and development and delivery of executive education.
- They will manage the Business Development Coordinator taking responsibility for recruitment to this post and to the development and performance of the post holder.

Supplementary Information

The post holder will need to build strong relationships with a wide range of stakeholders, both internal and external and often in very senior positions. They will need to use their experience and insight daily and exercise judgement in their work with businesses and other stakeholders.

- This role will include some evening and weekend working as well as occasional overseas travel.

Person Specification

Qualifications and Professional Memberships

Degree, HND, NVQ 4 qualified or equivalent in relevant subject, with some relevant experience, OR Significant vocational experience, demonstrating development through progressively more demanding and relevant roles,

E

Technical Competencies (Experience and Knowledge) This section contains the level of competency required to carry out the role (please refer to the Competency Framework for clarification where needed and the Job Matching Guidance).

**Essential/
Desirable**

**Level
1-3**

Excellent written and verbal communications skills and experience of representing an organisation and building relationships with external clients

E

3

In-depth product knowledge and knowledge of the marketplace

E

2

Experience of utilising Microsoft Office, Email, the Internet and CRM databases

E

2

Experience of business engagement/development and or development and delivery of executive education.

E

2

Experience of the Higher Education Sector and a basic awareness of the activities of the University

D

n/a

Special Requirements:

**Essential/
Desirable**

A Full UK driving license

D

Ability to travel abroad

D

Core Competencies

**Level
1-3**

Communication

3

Adaptability / Flexibility

3

Customer/Client service and support

3

Planning and Organising

3

Continuous Improvement

2

Problem Solving and Decision Making Skills

3

Managing and Developing Performance

2

Creative and Analytical Thinking

2

Influencing, Persuasion and Negotiation Skills

3

This Job Purpose reflects the core activities of the post. As the Department/Faculty and the post holder develop, there will inevitably be some changes to the duties for which the post is responsible, and possibly to the emphasis of the post itself. The University expects that the post holder will recognise this and will adopt a flexible approach to work. This could include undertaking relevant training where necessary.

Should significant changes to the Job Purpose become necessary, the post holder will be consulted and the changes reflected in a revised Job Purpose.

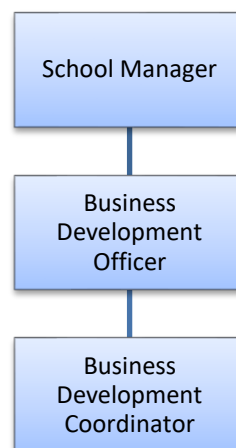
Organisational/Departmental Information & Key Relationships

Background Information

Surrey Business School has a strong international reputation for its excellence in research and teaching. The School is going through a period of change and is developing a dynamic strategy for its future that includes growing executive education and strengthening business engagement.

Over the last six years the School has established itself within the local and regional business economy and has a growing portfolio of international corporate stakeholders. Executive education with public sector clients is growing and there are opportunities to build on this and specialisms in travel, tourism, hospitality management, AI, data analytics and the future of work. The School as a whole is keen to build and deepen business relationships and there is excellent support for this work from the leadership team.

Department Structure Chart



Relationships

Internal

- Head of School
- Associate Head of School Research & Enterprise
- Associate Head of School External Relations
- Director of Enterprise, Commercialisation and Business Transformation
- University, partnerships and business relations team
- MBA Director and MBA Officer
- SBS Marketing Officer
- Surrey Incubation, SetSquared and the Surrey Research Park

External

- Business bodies such as the IoD and Chambers of Commerce
- Local authority economic development teams
- SME's start-ups, corporate businesses, public sector organisations and other potential stakeholders
- Employers
- Accrediting bodies, including Chartered ABS Small Business Charter team.