Business Development Manager (Core.ac.uk)

About the role

This role is a strategic position and has a key function of supporting the University's pursuit of growing and sustaining core.ac.uk, with a focus on growing and maintaining partnerships that support the commercial opportunities and specifically revenue generation.

There are four key elements to this role:

1. Support the commercialisation of core.ac.uk. Activities include identifying, qualifying and closing commercialisation opportunities, supporting the academic team in connecting with opportunities.

2. Manage core.ac.uk commercial programme. Activities include internal and external awareness raising, identifying customer needs and presenting them to the academic team.

3. Support the development and management of proposals for funding from commercial transactions (mainly selling licences to the core.ac.uk services), contract research, consultancy and knowledge exchange schemes that are funded through Innovate UK or other funding bodies. This will involve working with core.ac.uk academics and researchers, faculty research and enterprise administrators, other key central units such as Finance and Legal Services and external organisations in the preparation and submission of bids and the management of programmes and awards.

4. The post holder will also support core.ac.uk enterprise activities more broadly which may not have immediate commercial opportunities, including those involving the development of strategic partnerships with industry, charities and public bodies.

Key responsibilities

- Support the commercialisation of core.ac.uk. Activities include identifying, qualifying and closing commercialisation opportunities, supporting the academic team in connecting with opportunities. This includes the research and discovery of opportunities (lead generation), interrogation of the lead to determine needs (lead qualification), presenting product and service offers effectively to create commercial contracts (closing sales) and introducing members of the core.ac.uk team to the leads in order to assist where appropriate.

- Manage core.ac.uk commercial programme. Activities include internal and external awareness raising, identifying customer needs and presenting them to the academic team. This includes preparation of internal communication and awareness information for OU about the development of core.ac.uk. The role holder will represent the OU at external events with funders, collaborators and government bodies. Engage with external and internal networks to gain and share intelligence on current and future opportunities (e.g. JISC digital Services events, Innovate UK briefings, EdTEch and related network events, OU Enterprise teams and BDU).

- Manage the core.ac.uk Commercial Opportunity Programme (pre and post award) including: Develop commercial strategy and growth portfolio; working with support teams in OU to develop pricing for product and service delivery; development of commercial offers to leads. Manage budgets of service delivery, internally submit customer invoices, attend management meetings and ensure the commercial portfolio makes adequate progress towards achieving its aims.
• Contribute to the development and management of commercial opportunity service design for future service development. The role holder will gather information from internal and external events that will be relevant to the development of core.ac.uk in the form of market desired services.

• Provide timely and accurate management information / reports on commercial activity pipeline, clearly identifying commercial opportunities and licensing potential. Contribute to the development and management of monitoring systems to track and improve the engagement, impact and achievement of commercial opportunities.

• Maintain an awareness of research undertaken across the University in order to identify projects that have potential for exploitation of core.ac.uk through a range of routes from consultancy, licensing, spin-outs as well as those relevant to outcomes leading to societal impact.

• Contribute to development and delivery of presentation and information workshops for all commercial opportunities

• Provides support to other activities as required within the core.ac.uk team, particularly the Principal Investigator (Dr Knoth) and Head of Research and Enterprise Support (Alan Fletcher)

Skills and experience

Essential

Education, qualifications and training

• Evidence of experience and or qualification in business development

Knowledge, work and other relevant experience

• The post holder is required to apply a wide experience of engaging with academics / commercial organisation/ other bodies and engagement in enterprise and knowledge exchange activities. The post holder should have an aptitude for ‘getting the job done’ (completer finisher). The post holder will need experience of financial, resource and risk management

• Ability to work independently, use their initiative and be able to deal with complex and sensitive information in a confident manner. The post holder needs to demonstrate problem solving skills in situations where optimal solutions are not immediately apparent and prepare option analysis

• The post holder will be required to interpret trends or patterns in data /information and investigate sources of additional information. Based on this independent research the role holder will be required to prepare reports / presentations and analysis of the data for senior management

Skills, capabilities and qualities

• The post holder will be a confident and effective communicator. He / she will have the ability to influence others and have experience of effective negotiation and be able to deal with senior management internally and externally from industry and other organisations. The post holder will be able to process, interpret and present varied information orally and in written communication

• Ability to work collaboratively and establish effective working relationships with internal and external stakeholders. Demonstrate motivation and interest in Enterprise and knowledge exchange activities

• The role holder is required to undertake day to day liaison internally with academic and research colleagues, faculty administrators, other central units and senior managers in external
organisations. The role holder is required to participate in internal and external networks to ensure that they can identify new opportunities and disseminate information to the right internal / external people to build professional relationships

- The role holder is required to provide effective and timely professional support to academics, researchers and other support staff who require service or information on enterprise and knowledge exchange activity, referring the request to the relevant person as necessary. The post holder should be sensitive to the needs of external contacts and deal with their enquiries promptly to maintain a positive image of the OU

- The post holder should have the ability to adapt to changing situations and deliver effective solutions and decisions. The role holder is required to identify risks that have a significant impact on the OU’s reputation and activities, propose potential solutions and implement joint decisions with Unit management

- Ability to prioritise, plan and organise own activity in the context of wider core.ac.uk activity. The post holder must be able to demonstrate organisational / time management skills. The post holder will need to manage assigned projects/activities from initiation to completion orchestrating delivery with other team members

Additional requirements

- The post holder must be flexible enough to travel off campus to meet business leaders and on occasions work outside normal office hours.

Desirable

Education, qualifications and training

- Degree level

Knowledge, work and other relevant experience

- Practical experience of submitting proposals to knowledge exchange schemes and management of resulting projects. Experience of interfacing with commercial / non-commercial organisations at a senior level
- Significant project management experience

Skills, capabilities and qualities

- Ability to understand and convey complex conceptual / scientific ideas or complex information clearly and concisely
- Ability to influence/ direct others demonstrating a clear vision of what is to be achieved
- Ability to initiate, build or lead internal networks to influence events or decisions and develop collaboration opportunities