Job Related Information

This document includes information about the role for which you are applying and the information you will need to provide with your application.

1. Role Details

<table>
<thead>
<tr>
<th>Vacancy reference</th>
<th>14827</th>
</tr>
</thead>
<tbody>
<tr>
<td>Job title:</td>
<td>Business Development Manager (Digital)</td>
</tr>
<tr>
<td>Reports to:</td>
<td>Head of Account Management</td>
</tr>
<tr>
<td>Salary:</td>
<td>Highly competitive, plus sales incentive and car allowance</td>
</tr>
<tr>
<td>Terms and conditions:</td>
<td>OUW</td>
</tr>
<tr>
<td>Grade</td>
<td>OUW</td>
</tr>
<tr>
<td>Duration of post:</td>
<td>Permanent</td>
</tr>
<tr>
<td>Working hours:</td>
<td>Full Time</td>
</tr>
<tr>
<td>Location:</td>
<td>Flexible but requirement to be in Milton Keynes on a regular basis</td>
</tr>
<tr>
<td>Closing date:</td>
<td>Midday Monday 17 September 2018</td>
</tr>
<tr>
<td>Type of application form accepted:</td>
<td>OU short application form plus CV.</td>
</tr>
<tr>
<td></td>
<td>All applications should be accompanied by a covering letter detailing how candidates fit the criteria in the person specification.</td>
</tr>
<tr>
<td>Number of referees required:</td>
<td>Three</td>
</tr>
<tr>
<td>Unit recruitment contact:</td>
<td>Diane Latimer</td>
</tr>
</tbody>
</table>
2. Summary of duties

The Business Development Manager (Digital) is responsible for identifying and developing new innovative opportunities for the Open University within the Digital sector, managing both internal and external senior relationships and maximising opportunities over the lifecycle. Potential partners could include external third parties, such as large corporate companies, governmental bodies, and/or major public and private education providers.

The post holder will work as part of a small team, but will be assigned individual responsibility. The position requires a highly-motivated, target-driven business developer who can represent the Open University at a senior level. Excellent communication and stakeholder management skills are required. The successful candidate will also need to demonstrate strong commercial acumen and sound business analysis skills.

The successful candidate will have a demonstrable track record in identifying and developing opportunities within the digital education sector. Experience within the digital training and development sector would be advantageous, although candidates from all sectors will be considered. The role requires strong communications and negotiation skills, cultural awareness, initiative and an ability to work independently with a minimum of supervision.

The OU has a strong reputation for generating social values and doing business in a unique and creative manner. Candidates with strong creative thinking, entrepreneurial spirit and innovative mind would also be of an asset. We are looking for professionals who have strong passion in line with our values and social mission, driving commercial links with authentic approach and working collaboratively across the board.

Key measures:
The principal measure of success for the post-holder will be the level of channel business generated against target. Measures will include:

- Build profitable, sustainable long-term commercial relationships.
- Build effective relationships with key internal and external stakeholders and achieve positive feedback.
- Develop robust pipeline.
- Achieve business target.
- Generating impact both internal and externally.

Specific responsibilities:
- Support the digital sales strategy and tactical sales plan to address assigned markets/sectors.
- Leverage existing senior stakeholder networks and build new relationships to secure market access for the Open University.
- Proactively engage with potential new customers at senior levels. Build their awareness of the University and their understanding of our capabilities.
- Build new robust business propositions and successfully present these to all relevant parties internally and externally.
- Prepare business cases, agreements and contractual arrangements to support new business propositions.
- Ensure all agreements and contractual arrangements are compliant with relevant University policy and approval processes.
- Build effective relationships with Account Management and Sales team, the wider support team within the BDU, as well as the academic teams across faculties.
- Act as a senior representative of the Open University at conferences and other public events.
- Proactively seek strategic sector opportunities to fill capability or business gaps.
- Conduct on-going market analysis and provide guidance on new product development opportunities.
- Develop robust pipeline and meet agreed new business targets.
All staff are expected:
- to undertake any other duties which may reasonably be required.
- to take reasonable care of the Health and Safety of themselves and that of any other person who may be affected by your acts or omissions at work.
- to demonstrate a strong commitment to the principles and practice of equality and diversity.

3. Person specification

Requirements  (E = Essential/ D = Desirable)

Education, qualifications and training

A degree or equivalent qualification in a business-related subject and proof of professional development.

Knowledge, work and other relevant experience

Essential:
- an outstanding recent sales track record within the digital sector
- excellent account management skills
- ability to build sustainable customer relationships from a new business perspective
- experience of working across teams
- strong project management skills with ability to manage successful projects, through people, internally and externally
- influencing skills
- knowledge and understanding of education and training
- knowledge of human resource strategies and the corporate learning and development landscape.

Desirable:
- strategic planning experience
- knowledge and understanding of the apprenticeship levy.

Personal abilities and qualities

Essential: The successful candidate is likely to have the following experience and characteristics:
- Held a business development position – potentially in the learning and development sector.
- A track record in growing a business through partnerships.
- Strong stakeholder management skills.
- Sound commercial judgement with entrepreneurial approach.
• Experience of structured sales methodologies with strong sales resilience.
• Strong academic background.
• Refined negotiation and influencing skills with authentic style.
• Analytical, target-driven and resourceful.
• Ability to conduct strategic level business analysis and execute at a practical level.
• Ability to work cooperatively with staff at different organisational levels.
• Highly-effective communication, presentation and public speaking skills.

Desirable: • Evidence of initiative and creativity.

4. Role specific requirements e.g. Shift working

UK travel required.

5. About the unit/department

The Business Development Unit
The aim of the Business Development Unit is to create and implement a profitable commercial and international strategy for the Open University.

The BDU is working to construct and implement the overall business development strategy for the OU both in the UK and internationally. This activity includes improved partnerships with business development efforts in faculties and in the nations and regions.

The unit has two core activity streams:

• To deliver sustainable net revenue streams for the OU through developing existing and as yet undeveloped new markets.
• To be a customer-focused business, generating significant growth of revenue. The rate of growth will be governed by the BDU’s Unit Plan, which will set achievable targets for increasing both income and profitability.

Open University Worldwide
It is essential The Open University continues to become less dependent on government funding. To do this it manages a balancing act: supporting teaching, learning and open access as well as funding and developing top level research.

Competition for students, staff and funding is intense and global, and students’ expectations have risen sharply as learners increasingly view themselves as ‘consumers’ of education. The demand for top class facilities and services is growing, as are expectations for flexible learning patterns and qualifications that will really make a difference to careers.

The Open University has developed ambitious plans to grow associated revenues through its commercial entity, Open University Worldwide (OUW).

With a market leading range of products, cutting edge technology and a strong, commercially focused team, this is an exciting time to join the team.
6. How to obtain more information about the role or application process

If you would like to discuss the role before making an application please contact Viren Patel on email: viren.patel@open.ac.uk

If you have any questions regarding the application process please contact Diane Latimer on email: bdu-recruitment@open.ac.uk

7. The application process and where to send completed applications

<table>
<thead>
<tr>
<th>Please ensure that your application reaches the University by:</th>
<th>Midday Monday 17 September 2018</th>
</tr>
</thead>
<tbody>
<tr>
<td>Post it to:</td>
<td>Diane Latimer</td>
</tr>
<tr>
<td>Name/Job title:</td>
<td>Staffing and Resources Coordinator</td>
</tr>
<tr>
<td>Department/Unit:</td>
<td>Business Development Unit</td>
</tr>
<tr>
<td>Address:</td>
<td>Open University Worldwide</td>
</tr>
<tr>
<td></td>
<td>1st Floor, East Perry Building</td>
</tr>
<tr>
<td></td>
<td>Walton Hall</td>
</tr>
<tr>
<td></td>
<td>Milton Keynes</td>
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<tr>
<td></td>
<td>Buckinghamshire</td>
</tr>
<tr>
<td>Post Code:</td>
<td>MK7 6AA</td>
</tr>
<tr>
<td>Or e-mail your application to:</td>
<td><a href="mailto:BDU-Recruitment@open.ac.uk">BDU-Recruitment@open.ac.uk</a></td>
</tr>
</tbody>
</table>
## 8. Selection process and date of interview

<table>
<thead>
<tr>
<th>The interview panel will be chaired by:</th>
<th>Viren Patel, Director of Corporate Business</th>
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</thead>
<tbody>
<tr>
<td>The other members of the interview panel will be:</td>
<td>Lisa Nappin, Head of Account Management</td>
</tr>
<tr>
<td>The interviews will take place on:</td>
<td>Thursday 27 September 2018</td>
</tr>
<tr>
<td>The selection process for this post will include</td>
<td>Interview only.</td>
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</tbody>
</table>

*We will let you know as soon as possible after the closing date whether you have been shortlisted for interview. Further details on the selection process will also be sent to shortlisted candidates.*

*Applications received after the closing date will not be accepted.*