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>14831</th>
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</thead>
<tbody>
<tr>
<td>Job title:</td>
<td>Business Relationships Manager (Wales)</td>
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<tr>
<td>Reports to:</td>
<td>Head of Account Management</td>
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<tr>
<td>Salary:</td>
<td>£40,000 - £50,000</td>
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<tr>
<td>Terms and conditions:</td>
<td>Open University Worldwide</td>
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<tr>
<td>Grade</td>
<td>Open University Worldwide</td>
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<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>Cardiff</td>
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<tr>
<td>Closing date:</td>
<td>Midday Tuesday 11 September 2018</td>
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<tr>
<td>Type of application form accepted:</td>
<td>OU short application form plus CV.</td>
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<tr>
<td></td>
<td>All applications should be accompanied by a covering letter detailing how candidates fit the criteria in the person specification.</td>
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<tr>
<td>Number of referees required:</td>
<td>Three</td>
</tr>
<tr>
<td>Unit recruitment contact:</td>
<td>Diane Latimer</td>
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</table>
2. Summary of duties

Main purpose of the post

The main purpose of the post is:

- To identify and develop pipeline opportunities, and to deliver business results, for strategic partnerships with corporate and/or employer organisations in designated UK industry sectors and territories. Working collaboratively and in partnership with UK organisations who have a worldwide employee base. The post holder will work with nation colleagues to understand the nation strategy and priorities and align business development activities.

- To understand the apprenticeship landscape and work with nation colleagues to identify where The Open University (OU) in Wales can operate – working at devolved government level.

- To identify and develop OU solutions that meet the clients’ business and learning needs.

- To manage business projects by co-ordinating key stakeholders from across faculties, central University units and external bodies.

Description of duties of the post:

This is a key post in the generation of corporate and employer business to national and multi-national organisations for the University. The focus is new sales acquisition and growth of an existing portfolio.

The role will report to the Head of Account Management. The post holder will work as part of a team, and will be assigned individual account and business development responsibility. The position requires a highly-motivated, target-driven Relationship Manager who can represent the Open University in Wales 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 account management and business development track record. Experience within the training and development sector would be advantageous, although candidates from all sectors will be considered. The role requires strong communication and negotiation skills, initiative and experience in delivering large complex, client solutions with strong stakeholder management skills. Experience/knowledge of the apprenticeship levy and in particular the Welsh Government’s approach to apprenticeships, would be advantageous.

You will be expected to be proactive and commercially aware with respect to the sales planning of your portfolio. Your role is to plan and execute a strategic sales plan to defend and grow current business and to seek out new business opportunities including executive and leadership education.

Key measures:

The principal measure of success for the post-holder will be the level of corporate/employer business generated. Measures will include:

- achievement of sales targets
- building new business sales pipeline
- retention rates and levels of repeat business
- degree of favourable client feedback (external and internal)
- level of client recommendations
- contribution, support and advice to Faculties and academic teams with regard to new corporate market and client opportunities to generate business and revenue
- effective collaboration and interaction with Faculties, academic course teams and support areas of the OU
Specific responsibilities:

- To create and deliver persuasive business proposals and presentations leading to the development of long-term relationships and income generation.
- To identify opportunities to optimise accounts potential within the existing and new clients base to ensure sustainable and durable business relationships.
- Develop and manage projects that build and maintain partnerships with a number of internal/external stakeholders including senior business people and academic and academic related colleagues.
- Develop and manage projects that meet specified outcomes i.e. are timely, within budget and to client satisfaction.
- To pro-actively build sales pipeline; generating leads and opportunities for revenue.
- To prioritise activities and work to maximise opportunities and manage expectations of internal clients (Faculties and Academic teams).
- To work with clients to identify opportunities for OU courses, programmes, tailored delivery and provision (CPD) and related services.
- To plan and manage client portfolios so as to achieve OU business targets and to meet clients' strategic needs.
- In liaison with members of the University, to ensure that the clients' learning and business objectives are met on a short- and long-term basis.
- To maximise business opportunities by sharing best practice with colleagues and partners.
- Work collaboratively across all teams and with internal stakeholders.
- To establish efficient and effective account plans.
- To provide consistent feedback on activities and market information.
- Work collaboratively with Apprentiship operations colleagues in a rapidly expanding business line.
- Represent the University at external events.

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.
### 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.
- Proficiency in the Welsh language is desirable.

**Knowledge, work and other relevant experience**

**Essential:**

- an outstanding recent sales track record gained in a relevant field
- excellent account management skills
- ability to build sustainable customer relationships from a new business perspective
- experience of working across teams and working with colleagues to achieve shared outcomes
- 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
- recent professional experience of the business environment in Wales, including a network of relationships with major Welsh employers

**Desirable:**

- strategic planning experience
- knowledge and understanding of the funding and development of apprenticeships, and the opportunities for market development of degree apprenticeships in Wales

**Personal abilities and qualities**

**Essential:**

- a team worker who is goal-orientated to achieve targets and able also to work autonomously while managing their own area
- highly effective communication and interpersonal skills
- good networking skills, both in person and electronically

**Desirable:**

- evidence of initiative and creativity
- IT and administrative skills
- the ability to communicate through the medium of Welsh
4. Role specific requirements e.g. Shift working

You will be expected to travel across Wales and the UK.

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.

**THE OPEN UNIVERSITY IN WALES**

The Open University in Wales is responsible for delivery of academic and support services to students and enquirers right across the country. It is funded through student fee income and by support from the Higher Education Funding Council for Wales and serves approximately 7,500 students.

Our Cardiff office is the base for more than 80 members of staff working for The Open University in different functions, including:

- The Director for Wales and deputys with overall responsibility for the leadership and oversight of the work of the Open University in Wales, including that delivered by faculty staff based in Wales;
- Academic staff, managers and coordinators from our Faculties and Schools, developing curriculum, supporting and co-ordinating teaching and ensuring that there is a Welsh perspective in the academic developments of the University;
- Our Student Recruitment and Support (Wales) team working to ensure the successful delivery of services and support to students across all activities;
- Staff engaged in external affairs, marketing, widening access and employer engagement, seeking to
grow our collaboration agenda in Wales and tell our story to a wider public;

- The UK-wide Venue Management Team, which is responsible for venue procurement and management activities for all OU tutorials, examinations and ad hoc meetings in the UK and Continental Europe;
- Our team of Operations and Support staff, who make sure we run smoothly and effectively on a day-to-day basis.

The Open University is committed to sustaining a powerful and visible presence in Wales, working closely with other educational providers and organisations to offer high quality part-time higher education opportunities via distance learning. The University is focused on working with the Welsh Government and the Funding Council in meeting the economic, social and cultural needs of the Wales.

This is an exciting time to join the University, as it transforms its UK-wide operations, and refreshes its academic approach. Wales-based staff are involved in planning and organising large-scale operations, using technology to produce materials and information, and effectively managing resources to produce and deliver services to schedule. All staff are concerned with the maintenance and improvement of our high standards of support to individual students and have a strong customer service ethos.

The Open University in Wales is located at 18 Custom House Street, Cardiff. This is a five-minute walk from Cardiff Central train and bus stations. Given its city centre location there is no parking available but there are numerous car parks nearby. For further information on The Open University in Wales, and on the University, please see The Open University in Wales’ website at www.open.ac.uk/wales

6. How to obtain more information about the role or application process

If you would like to discuss the particulars of this role before making an application please contact Lisa Nappin on 01908 655895 or email: lisa.nappin@open.ac.uk

If you have any questions regarding the application process please contact Diane Latimer on 01908 332370 or email: BDU-Recruitment@open.ac.uk
7. The application process and where to send completed applications

Please ensure that your application reaches the University by: Midday Tuesday 11 September 2018

Post it to: Diane Latimer

Name/Job title: Staffing and Resources Coordinator

Department/Unit: Business Development Unit

Address: The Open University
          1st Floor East Perry Building
          Walton Hall
          Milton Keynes
          Buckinghamshire

Post Code: MK7 6AA

Or e-mail your application to: BDU-Recruitment@open.ac.uk

8. Selection process and date of interview

The interview panel will be chaired by: Viren Patel, Director Corporate Sales, Business Development Unit, The OU

The other members of the interview panel will be: Lynnette Thomas, Deputy Director, Strategy and Development, The OU in Wales
                                             Lisa Nappin, Head of Account Management, Business Development Unit, The OU

The interviews will take place on: Thursday 20 September 2018

The selection process for this post will include: Interview, to include presentation.

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.