**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>15272</th>
</tr>
</thead>
<tbody>
<tr>
<td>Job title:</td>
<td>Business Development Manager</td>
</tr>
<tr>
<td>Reports to:</td>
<td>Head of Account Management</td>
</tr>
<tr>
<td>Salary:</td>
<td>Competitive including 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>Fixed term contract to end September 2020</td>
</tr>
<tr>
<td>Working hours:</td>
<td>Full time</td>
</tr>
<tr>
<td>Location:</td>
<td>Milton Keynes</td>
</tr>
<tr>
<td>Closing date:</td>
<td>Midday Monday 26 November 2018</td>
</tr>
<tr>
<td>Type of application form accepted:</td>
<td>OU short application form plus CV. 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>3</td>
</tr>
<tr>
<td>Unit recruitment contact:</td>
<td>Diane Latimer</td>
</tr>
</tbody>
</table>
2. Summary of duties

Main purpose of the post

The main purpose of the post is:

- To identify and develop pipeline opportunities and manage these through to successful sales to achieve revenue targets
- 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:

The Business Development Manager is responsible for identifying and developing new business opportunities for the Open University, managing both internal and external senior relationships with clients and partners. The role will report to the Head of Account Management. The post holder will work as part of a team and will be responsible for new business development. The position requires a highly-motivated, target-driven BDM 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 sales 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.

You will be expected to be proactive and commercially aware with respect to sales planning of new business acquisitions. Your role is to plan and execute a strategic sales plan, researching new business opportunities with a focus on the OU apprenticeship proposition.

Key measures:

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

- Profitable, sustainable long-term revenues from Apprenticeships and core business
- Effective relationships with key internal and external stakeholders that receive positive feedback
- Contribution to development of a robust business pipeline
- Contribution to the overall Apprenticeships, New Business and Account Management targets
- Impact both internal and externally

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 sales potential within the existing and new clients base
- 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
• To establish efficient and effective account plans
• To provide consistent feedback on activities and market information
• Data entry and management on CRM system
• 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

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
- Knowledge of apprenticeship sector is highly desirable
- 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
- experience of working across team

**Desirable:**
- strategic planning experience
- knowledge and understanding of the apprenticeship levy
- Experience of working with educational products and/or within an educational institution

### 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

### 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 that 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 particulars of this role before making an application, please contact Lisa Nappin by email: lisa.nappin@open.ac.uk.

If you have any questions regarding the application process, please contact Diane Latimer by 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 26 November 2018</th>
</tr>
</thead>
<tbody>
<tr>
<td>Post it to:</td>
<td>Diane Latimer</td>
</tr>
<tr>
<td>Name/Job title:</td>
<td>Staffing &amp; Resources Coordinator</td>
</tr>
<tr>
<td>Department/Unit:</td>
<td>Business Development Unit</td>
</tr>
<tr>
<td>Address:</td>
<td>The Open University&lt;br&gt;1&lt;sup&gt;st&lt;/sup&gt; Floor East Perry Building&lt;br&gt;Walton Hall&lt;br&gt;Milton Keynes&lt;br&gt;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>Lisa Nappin, Head of Account Management</th>
</tr>
</thead>
<tbody>
<tr>
<td>The other members of the interview panel will be:</td>
<td>Viren Patel, Director of Global Business&lt;br&gt;Nicole Edgington, Business Development Manager</td>
</tr>
<tr>
<td>The interviews will take place on:</td>
<td>Monday 3 December 2018</td>
</tr>
<tr>
<td>The selection process for this post will include</td>
<td>Interview only</td>
</tr>
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</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.