JOB TITLE: CORPORATE BUSINESS DEVELOPMENT DIRECTOR (BDD), OPEN PROGRAMMES
REPORTS TO: DIRECTOR OF OPEN PROGRAMMES

Background

Executive Education is a major activity in Cambridge Judge Business School providing open and tailored programmes to the corporate world that are built on the knowledge and expertise of our network of academics and business practitioners.

JBS Executive Education Limited (JBSEEL), is a limited company, wholly owned by the University of Cambridge. The department works with faculty from the School and the wider University to design and deliver a range of programmes for senior executives from around the world. The programmes are of broadly two types: open enrolment and custom designed programmes. Our open programmes are held throughout the year in Cambridge, and are timetabled between 12 and 18 months ahead, while custom programmes are specifically designed for our clients’ needs and can be held at quite short notice.

Visit the Executive Education web pages at www.jbs.cam.ac.uk/execed

The role

The Corporate Business Development Director will concentrate on developing and growing a group of corporate account companies, who become loyal to JBSEEL open programmes and whom the post holder will nurture to send a certain number of participants to our open programmes, each year.

The post holder will be responsible for formulating a clear business plan for how to onboard these potential companies and ideas for how to best secure revenues from them for a group of open programmes. A geographical approach could be discussed. Key account management of these special accounts will be a vital part of the role.

Collaboration with the Head of Corporate Relations and the Director of Custom Programmes will be key, although the primary deliverables would be for open programmes (with potential drift towards custom business).

A specific group of programmes will be allocated for sales deliverables, but of course spill-over of these corporate accounts to other programmes would be a plus.

MAIN RESPONSIBILITIES

- Ensure the number of programme participants meets the targets set for their portfolio.
- Take a proactive approach towards conversion of high potential leads into concrete sales opportunities.
• Be the first point of contact for prospective participants, provide them with tailored, relevant information, to move them through the sales cycle.
• Monitor closely participant numbers on assigned programmes – keep a keen eye on the pipeline and plan marketing and business development activities in accordance.
• Work closely with the Director of Open programmes to ensure the strategy for increasing corporate buy-in is rolled out and adhered to.
• Work with faculty for assigned programmes to ensure a clear understanding of each programme, its content, demographics, its ‘DNA’; develop a ‘partnership’ with faculty.
• Make recommendations for business development opportunities and develop a clear understanding of the competitive landscape for assigned portfolio.
• Work with the marketing team to ensure a clearly developed and thought-through marketing and sales plan for the portfolio.
• Accurate entering, updating and maintaining prospect and client details in the customer relationship management (CRM) database.
• Liaison with alumni of key programmes to maintain relationships and develop potential future business.
• Develop a good bank of texts/collateral to help promote the programmes – this can be done with help from marketing, but ultimate responsibility for sales is with the Business Development Director.
• Maintain close working relationships and collaborate accordingly with the programme management team as necessary.

The person

The ideal candidate should have the following qualities, skills and attributes. You are asked to provide a covering letter demonstrating how your own experience meets these requirements.

• A degree, preferably with a postgraduate degree, MBA or equivalent experience.
• Substantial experience of programme development and business development experience including direct experience of interfacing with customers in consultative selling and working with human resources representatives.
• Broad understanding of business planning and selling skills, programme development and presentation competencies; cross-cultural sensitivity, ability to respond quickly and flexibly to changing situations.
• Strong negotiation skills and in-depth experience of customer relationship management.
• Excellent writing, presentation, and project management skills.
• Demonstrated understanding of challenges faced at executive levels of an organisation and demonstrated evidence of business awareness.
• Ability to work under pressure, be decisive during difficult situations/negotiations, and pay attention to detail while still keeping track of larger strategic perspective.
• The ability to work across different business disciplines and establish credibility with senior executives, faculty and participants is essential.
• A high degree of tact and diplomacy, and sophisticated understanding of business, political and cultural context.
• Highly motivated, articulate, flexible, organised and team-oriented.
• Experience of working in Executive Education would be a distinct advantage.
• Availability to travel internationally.

Benefits

This is a full-time position working 40 hours per week. The salary will be competitive. There will be a six month probationary period. Holiday entitlement is 33 days per annum plus eight days of public holidays (the holiday year runs from 1 October to 30 September). The post holders will be eligible to participate in the Company’s staff incentive plan (Annual Employee Bonus Scheme).

The University of Cambridge comprises more than 150 departments, faculties, schools and other institutions, plus a central administration and 31 independent and autonomous Colleges. It is one of the world’s oldest and most successful Universities, with an outstanding reputation for academic achievement and research.

With excellent benefits, extensive learning opportunities and a stimulating and attractive environment, the University of Cambridge is a great place to work. Our employees are eligible for a wide range of competitive benefits and services. We give them access to numerous discounts on shopping, health care, financial services and public transport. We also offer final salary pensions and tax-efficient bicycle and car lease schemes.

We have two nurseries and a holiday play scheme to help support those with childcare responsibilities and we offer various types of family-friendly leave to aid employees’ work-life balance. In addition, we operate a number of initiatives to promote career development, health and well-being.

Further details can be found at www.admin.cam.ac.uk/offices/hr/staff/benefits. There is also a range of information about living and working in Cambridge at www.jobs.cam.ac.uk.

Application arrangements

Candidates are asked to complete the CHRIS/6 cover sheet (parts 1 & 3) available on the website and send it, with a full curriculum vitae and a covering letter explaining your interest in the position and how your experience would help you to fulfil the role, to Chloe Caley, HR Coordinator, Cambridge Judge Business School, Trumpington Street, Cambridge CB2 1AG, or email hr@jbs.cam.ac.uk.

The closing date for applications is 9 February 2018.

Applicants are required to provide details of two referees. These will not be contacted unless the applicant is short listed.

Applicants who do not hear from us within two weeks of the above date should assume they have not been shortlisted.

Equality of opportunity at the University

The University of Cambridge is committed to a proactive approach to equality, which supports and encourages all under-represented groups, promotes an inclusive culture and values diversity. Entry into employment with the University is determined by personal merit and by the application of criteria required for the post. No applicant for an appointment or member of staff will be treated less favourably than another on the grounds of sex (including gender reassignment), marital or parental status, race, ethnic or national origin, colour, disability (including HIV status), sexual orientation, religion, age or socio-economic factors.
The University has various diversity networks which help it to progress equality; these include the Women’s Staff Network, the Disabled Staff Network, the Black and Minority Ethnic Staff Network and the Lesbian, Gay, Bisexual and Transgender Staff Network. In addition, the University was ranked in the top 100 employers for lesbian, gay and bisexual (LGB) staff in Stonewall’s Workplace Equality Index 2011.

Information if you have a disability

The University welcomes applications from individuals with disabilities and is committed to ensuring fair treatment throughout the recruitment process. Adjustments will be made, wherever reasonable to do so, to enable applicants to compete to the best of their ability and, if successful, to assist them during their employment.

We encourage applicants to declare their disabilities in order that any special arrangements, particularly for the selection process, can be accommodated. Applicants or employees can declare a disability at any time.

Applicants wishing to discuss any special arrangements connected with their disability can, at any point in the recruitment process, contact, a member of Cambridge Judge Business School’s HR team who are responsible for recruitment to this position, on (01223) 768497 or by email on hr@jbs.cam.ac.uk. Alternatively, applicants can contact the HR Business Manager responsible for the department they are applying to via hrenquiries@admin.cam.ac.uk.