Further particulars

**JOB TITLE:** SALES AND BUSINESS DEVELOPMENT MANAGER

**REPORTS TO:** DIRECTOR OF OPEN PROGRAMMES

### Background

Executive Education is a major activity at 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 Ltd. is a limited company, wholly owned by the University of Cambridge. The department works with faculty from the Business School and the wider University to design and deliver a range of short courses 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.

We are continuing to develop our business management system, which links our client relationship management (CRM) system with our finance system. All of our colleagues are required to use this system and ensure information is current and accurate.

### The department

The Director of Open Programmes is responsible for the successful management and delivery of a wide portfolio of open enrolment programmes. These range from a three-week Advanced Leadership programme to a suite of two-day tightly focussed programmes which cover essential business themes. All the programmes are led by academics from the University and are delivered in Cambridge.

The role holder will join the Director and their sales and marketing colleagues in ensuring that the number of programme participants meet the targets set for the department.

As the open enrolment portfolio grows and develops, with new programmes being added to the portfolio and departmental sales targets becoming more ambitious, the Sales and Business Development Manager will be instrumental in increasing attendance for their assigned portfolio of programmes. The portfolio will be allocated by the Director, in consultation with the role holder and could be a combination of two day and flagship programmes, according to organisational requirements.

### The role

As part of the front-line sales team, the role holder will be the first key contact for general programme enquiries and will channel leads into the sales pipeline. Using proven sales methods and the resources of the company’s CRM system, the role holder will seek to convert high potential leads into sales opportunities. Regularly reporting on sales achieved, the role holder will ensure that the Director is kept fully informed of progress towards the achievement of the department’s objectives.
MAIN RESPONSIBILITIES

- To be the first point of contact for prospective participants; provide tailored information to prospective participants during telephone calls and emails using active sales techniques to move them through the ‘prospect to applicant’ cycle. Initiate and build positive relationships with prospective programme applicants.

- Monitor participant numbers closely on all open programmes, with a clear focus on the pipeline and future planning, to ensure targets are met and actions planned to avoid programme cancellation or under-participation.

- With excellent knowledge of each programme in the portfolio, particularly for those in their own small portfolio, and a deep understanding of our unique selling proposition (USP) and the value of each programme, the role holder will actively target and plan for sales with a number of key organisations. This will entail considerable proactive telephone work, as well as written communication.

- Make recommendations for business development opportunities and develop a clear understanding of the market and our competitors. It is vital the role holder can handle complex questions and provide eloquent and knowledge answers and solutions.

- Understand the complexities facing target client organisations by keeping up to date with key events in the business world and having an excellent understanding of sectoral changes and key players in markets and regions.

- Support for the efficient and rapid roll out of marketing plans, working closely with the Executive Education marketing team.

- Accurately enter, update and maintain prospect and client details in our CRM database, and work closely with Executive Education technical colleagues to ensure that the open programmes team’s CRM requirements are met.

- Liaise with participants and the finance team to track revenue receipts and to encourage prompt payments in a polite and efficient manner.

- Design, monitor and operate systems interfacing with the Open Programme Managers in an efficient and timely manner.

- Take responsibility for a group of programme alumni, keeping in regular touch and maintaining warm relationships.

- Prepare regular reports for monthly business development activities reviews.

- Assist with the implementation of marketing and business development campaigns including e-mailshots and newsletters from our central database, flyer creation.

- Undertake business development research to identify key contacts in target organisations for nurturing and establishing of corporate relationships.

- Provide administrative, sales and client relationship support to the Director of Open Programmes and marketing team for recruitment activities and events.

- Assist with the roll out and implementation of new technological solutions to data management problems, in liaison with technical colleagues.

- Maintain and update information held by the company for suppliers and clients.

- Participate in and contribute to client, team and staff meetings and other ad hoc project groups as required.
• Provide regular reports on the status of each programme.
• Work collaboratively with other members of the programme management team and staff in Executive Education as well as the faculty of the School to build our reputation as a pre-eminent provider of executive education programmes.
• Ensure all income is assigned and payments made in accordance with the company's financial regulations, including payments to contributors.
• Ensure that all records in the Business Management System are accurate and kept up to date.
• Use such IT systems as the company has put in place to manage data, in accordance with company policy and data protection regulations.

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.

• Graduate level or equivalent.
• Sales experience.
• Previous experience working for leading business schools would be an advantage.
• Proactive sales approach with a good foundation of business development, sales and marketing.
• Experience of working in a service environment is highly desirable.
• Excellent planning skills, gained through professional or personal experience.
• Ability to work with academics, senior decision makers and company executives.
• Ability to demonstrate a highly developed level of professional customer service and a strong desire to exceed expectations.
• A flexible approach to work, willing to "go the extra mile" whenever necessary in order to ensure that clients' and stakeholders' needs are met within the scope of the project.
• Excellent communication skills, with the ability to demonstrate accuracy and fluency in spoken and written communications.
• Excellent attention to detail in written communication.
• Enthusiasm for working across cultures and for meeting people.
• Ability to work collaboratively and flexibly with colleagues.
• Financial awareness and the aptitude to learn to manage costs and develop budgets.
• Very comfortable managing and manipulating numerical and qualitative data.
• Ability to negotiate the best possible solutions for clients and the company.
• An ability to work under pressure and to enjoy the challenges of tight deadlines.
• Demonstrable problem solving skills.
• Excellent IT skills, particularly in MS Office programs (Outlook, Word, Excel and PowerPoint).
• Experience of managing a sales process using a CRM system.
Benefits

This is a fixed-term contract for six months in the first instance. Internal applicants wishing to undertake a secondment are also welcome to apply. This is a full-time position working 40 hours per week and the salary will be in the range £27,000-£30,000 per annum. 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 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 Meglena Slavova, HR Coordinator, Cambridge Judge Business School, Trumpington Street, Cambridge CB2 1AG, or email hr@jbs.cam.ac.uk.

The closing date for applications is 15 May 2018.

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

Applicants who do not hear from us within six 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.