

JOB TITLE: CLIENT DIRECTOR (CUSTOM PROGRAMMES)

REPORTS TO: DIRECTOR OF CUSTOM PROGRAMMES

Background

Executive Education is a major activity in Cambridge Judge Business School (CJBS) operated by JBS Executive Education Ltd. (JBSEEL), a limited company wholly owned by the University of Cambridge. Its activities include a well-established range of open programmes, a large and growing suite of custom programmes, and deep engagements with clients, where the mode will shift from "education" to collaborative problem solving that not only creates value for the client but also helps to generate research questions, data, and publications for the Business School.

We are entering an exciting new era of growth and development at Executive Education, ushered in by our new CJBS Dean and new Executive Education Director. Our strategy is focused on achieving Cambridge's mission and impact in the world, as well as meeting increasing market demands for scaled, innovative, immersive, and digital learning. We are increasing the scale and size of our clients, innovating in digital learning, growing our capability for the future, and enhancing our operating model and partnerships. We are growing rapidly and significantly in some of the Business School's most important and meaningful areas of research, including Environment, Social and Governance (ESG), Strategy and Competitiveness and Alternative Finance.

To find out more visit the Cambridge Judge Business School Executive Education website:
www.jbs.cam.ac.uk/execed

The role

To support our growth mandate and acquisition of high-value business from our next generation of Custom institutional clients, we are seeking to appoint an additional Client Director.

The Client Director will work with the Director of Custom Programmes and colleagues across Executive Education and CJBS to expand our portfolio of strategic partners and corporate alliances in line with the strategic plan for the business. The role will have a focus on the identification of new market opportunities and developing and presenting proposals. They will advise on learning design and experiential learning, guiding clients through the pedagogical process. They will close sales and use professional project planning tools to maintain financial, relational, and delivery oversight of won business, in addition to identifying and developing opportunities for strategic partnerships.

The role holder will work closely with clients, faculty, and other stakeholders to provide customised learning solutions. They will develop new relationships with a wide range of senior executives in private and public sector organisations. to initiate, foster and solidify relationships and develop opportunities for long-term partnerships in conjunction with CJBS and other University faculty.

Main responsibilities

Sales and portfolio management

- Contribute to the execution of the strategy for our custom executive education business, with a primary focus on achieving double-digit growth year on year by building the scale and value of our custom portfolio of programmes and robust institutional relationships across all delivery models; in-person, live online, and asynchronous.
- Take accountability and ownership of a specific client portfolio (may be geography, topic or sector based depending on strengths and preference) and team. Deliver a structured outbound business development process which generates and converts significant outbound opportunities in the £1-£5 million range for your portfolio area. Achieving sales targets quarterly and annually.
- Secure the acquisition of new business, from initial enquiry through the sales process to delivery of client-focused solutions to include the implementation of risk management strategies, including thorough due diligence processes. For the most strategic and high-value prospects, undertake outbound emails, calls, visits and engage with potential clients for custom programmes.
- Responsible for the assessment of those opportunities and products and for leading the development of excellent, market-leading, customised proposals from the University of Cambridge. Driving increase in win rate through excellence in all aspects of the business development process, including leveraging significant institutional relationships across the University, honing prospect nurture, bid management, pitching and follow up.
- Contribute to significant commercial contract negotiations with legal support, and understanding client motivators and the implications and commercial decisions of intellectual property (IP), data protection, exclusivity, licensing, and digital asset contracting.
- Work closely with other teams such as Marketing and Open to design a leading-edge products, offering and marketing/business development (BD) approach. Foster cross selling and corporate relationship development. Drive continuous improvement of operating model.
- Contribute to the continuous improvement in Executive Education and CJBS rankings.
- Use project planning tools to produce financial forecasts and account plans for each client and opportunity; ensuring accuracy of forecasting, frequent reporting to clients and value for money.

Team coaching and business management

- Exercise exceptional people management, coaching and development to continuously upskill, support and encourage our Custom team. Translate the strategy for the customised executive education business into objectives for the team (and individuals) and establish people management structure to monitor progress towards achievement, providing direction, feedback on performance and annual appraisals.
- Support the continuous improvement of market-leading and client-centric standards of business development, learning design, client account management and project management across the team on all client engagements.
- Take ownership of the largest, most strategic client relationships, including scoping and winning new partnership deals, ensuring robust delivery of complex and scaled project briefs, running regular relationship review processes and coaching team in all aspects of scaled client project delivery. Negotiating innovative and commercially successful deals and contracts.

- Be willing daily to have open, courageous and ambitious team and individual conversations to achieve the highest excellence and world-class performance in our work, our client engagements, our team interactions and our outbound presence. Supporting teams and individuals to achieve their highest performance, and their professional and purpose-driven goals.

Faculty liaison, design advice, and programme development

- Work with the Director of Custom Programmes to ensure that the role of the Faculty and Academic Programme Directors is clearly defined for each custom relationship and programme. This will include acquiring a deep understanding of the range of research activity and interest within the Business School and developing strong sustainable relationships with members of faculty.
- Work closely with CJBS and University Faculty to lead and apply excellent design standards, creative ideas and robust pedagogy to learning programmes. Develop a point of view on what faculty content and learning interventions are appropriate for client needs. Act as a trusted advisor to the client on learning outcomes, design, delivery and evaluation.
- Work closely with CJBS and University Faculty to develop our expertise in the creation of excellent executive education programmes for pro-active and repeat sales. Work with client and faculty to ensure deep customisation of client programming and design. Direct customer relationship managers (CRMs) on design elements and tone, tenor, methods, customisation and delivery required to meet client needs.
- Work with CJBS and University faculty to understand academic content, teaching methodologies, faculty capabilities, programme schedules and curriculum to communicate to prospective and current clients. Support efforts to continuously enhance faculty executive participation and delivery.
- Work with faculty to develop skills for the Executive Education market and modalities.
- Continue to develop existing and new links with faculty members in order to ensure that our programme content is delivered to the highest of standards and aligned with client expectations and identified needs.

Long term client management

- Work with colleagues (eg Client Relationship Managers) in Executive Education to initiate and support a strategy for sustainable long-term client management, aimed at securing continuing and repeat business.
- With colleagues, put in place an effective operational and client focussed transition plan to support the maintenance of long-term client relationship.

Additionally

- Contribute effectively to Executive Education values and team activities.
- Participate in and contribute to special projects where relevant.

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.
- Commitment to continuous personal development.
- A background in goal oriented sales.
- Substantial, demonstrable experience of consultative selling including direct experience of working directly with clients, proposal writing and negotiating agreement/contracts and working with business and human resources representatives.
- Well developed and sophisticated understanding of business planning and selling skills; cross cultural sensitivity, ability to respond quickly and flexibly to changing situations.
- Exceptional negotiation skills and in-depth experience of customer relationship management.
- Excellent writing, presentation, and project management skills.
- Ability to demonstrate a sophisticated understanding of the challenges faced at the most senior levels of an organisation and clear 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. Able to work in a team but comfortable operating autonomously.
- Experience of working in Executive Education would be an advantage.
- Availability to travel internationally.

Benefits

This is a full-time position working 40 hours per week. There will be a nine-month probationary period. Holiday entitlement is 33 days per annum plus eight days of public holidays. We operate a hybrid working model with three days in the office and two from home.

Salary will be negotiable, depending on experience.

The successful candidate will be eligible for a bonus of up to 10% of base salary, subject to the following criteria:

- Confirmation of employment following successful completion of probationary period;
- Achievement of the budget net profit figure for Executive Education in that financial year;
- Individual performance against a range of criteria (which will be mutually agreed).

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 a competitive pension and tax-efficient bicycle scheme.

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

To submit an application for this role, please send your CV and cover letter, along with a completed CHRIS/6 cover sheet, to Martin Hawes, The Edge Selection: mgh@theedgeselection.co.uk

The closing date for applications is midnight on 8 August 2022.

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

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, Helen Machin, HR Manager JBSEEL who is responsible for recruitment to this position, on h.machin@jbs.cam.ac.uk. Alternatively, applicants can contact the CJBS HR Team via hr@jbs.cam.ac.uk.