

JOB TITLE: SALES AND BUSINESS DEVELOPMENT MANAGER

REPORTS TO: BUSINESS DEVELOPMENT DIRECTOR

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, we are seeking to appoint two Sales and Business Development Managers. These roles will contribute to the acquisition, management, and delivery of a wide range of Open Programmes, led by the Director of Open Programmes, and in collaboration with two Business Development Directors to whom they will report.

As the open enrolment portfolio grows and develops, with the addition of new programmes and more ambitious sales targets, the Sales and Business Development Manager will be instrumental in increasing attendance for their assigned portfolio of programmes. This will include a range of shorter short-form face-to-face, synchronous, or asynchronous programmes.

As part of the front-line sales team, the role holder will be the first key contact for their programme enquiries and will channel leads into the sales pipeline. Using proven sales methods and the resources of the company's customer relationship management (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 on a weekly basis.

Main responsibilities

Sales and portfolio management

- Act as 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. A proactive approach is necessary – the person should be prepared to make outgoing phone calls.
- 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, and 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.

Horizon scanning and market knowledge

- Work with the marketing team, they should be able to 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.

Client relationship management

- 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.
- Take responsibility for a group of programme past participants, keeping in regular touch and maintaining warm relationships.
- Undertake business development research to identify key contacts in target organisations for nurturing and establishing of corporate relationships.

Liaison with stakeholders

- 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.

- Support for the efficient and rapid roll out of marketing plans, working closely with the Executive Education marketing team.
- Assist with the implementation of marketing and business development campaigns including e-mailshots.

Administration and reporting

- Prepare regular reports for monthly business development activities reviews.
- Provide administrative, sales and client relationship support to the Director of Open Programmes and marketing team for recruitment activities and events.
- 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 in your portfolio.
- 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.

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.

- Graduate level or equivalent.
- Demonstrable sales experience or exposure to a sales-led environment.
- 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 Microsoft Office programs (Outlook, Word, Excel and PowerPoint).
- Experience of managing a sales process using a CRM system.

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 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 to Helen Machin, HR Manager, Executive Education: h.machin@jobs.cam.ac.uk.

The closing date for applications is midnight on Sunday 16 October 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 Executive Education 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.