JOB TITLE: BUSINESS DEVELOPMENT DIRECTOR, OPEN PROGRAMMES, FLAGSHIP POD

REPORTS TO: DIRECTOR OF OPEN PROGRAMMES

Background

Executive Education is a major activity at 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 currently in an exciting new era of growth and development at Executive Education, ushered in by our 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 webpages: www.jbs.cam.ac.uk/execed.

The role

The Business Development Director will play a key role in supporting the Director of Open Programmes in the flagship programmes pod.

To support our growth mandate, we are seeking to appoint a Business Development Director in the flagship programmes pod (BDDFP). This role will contribute to the continued success, management, and delivery of a range of Open General Management and Leadership ‘flagship’ programmes, led by the Director of Open Programmes, and in collaboration with two Business Development Directors in the other two pods to keep processes and ideas aligned. Specifically, the BDDFP will be responsible for driving sales (participant numbers) for a key flagship programme (the General Management Programme), as well as being involved in, and having ultimate responsibility for, the development and business development of certain new Open programmes which ‘sit’ within this pod.

The BDDFP will manage a Sales and Business Development Manager who will have their own sales responsibilities, as well as a Senior Programme Manager, responsible for the operational delivery aspects of the programmes in this pod. They will also be a key people leader within the organisation, expected to
champion and support our strategic change initiatives. The exact allocation of programmes in the pod will be discussed and agreed upon with the Director of Open programmes and reviewed regularly to remain flexible and in line with changing business needs. New programmes will be allocated to this pod, and they may vary in format (in person, ‘live online’ and online). As the open enrolment portfolio grows and develops, with the addition of new programmes and more ambitious sales targets, the BDDFP will be instrumental in increasing attendance and thus revenue for their assigned programmes.

The flagship programmes are vitally important for the portfolio, and feature as selected programmes for the yearly FT rankings. They are longer, complex programmes, and key revenue-generating programmes for the portfolio. To support these programmes, the role-holder should work closely with the Director of Open programmes, the Academic Programme Directors, and the group of Faculty for the flagships. Since the flagship programmes are systematically involved in the FT rankings, the BDDFP will work closely with the Director of Open programmes to aim to increase our Open programmes rank (details below). This should involve continued improvement and (where necessary) re-design of existing programmes to ensure compliance with JBSEEL’s design excellence criteria, as well as meeting demanding programme design standards required to make our FT ranking strategy a success.

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 CRM system, the role holder will seek to convert high potential leads into sales. Regularly reporting on sales achieved, the role holder will ensure that the Director and the wider team are kept fully informed of progress towards the achievement of the department’s objectives on a weekly basis.

**Main responsibilities**

- Ensuring the number of programme participants meets the targets set for their portfolio.
- Working with the Faculty (mainly the Academic Programme Director) of each programme, in particular for the flagship programme, to implement features and a learning design that will move us up in the FT rankings; work closely also with the Change Lead within the department to monitor progress.
- 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.
- Work with the Open Learning Designer to ensure that overall design and flow of programmes in our pod are tight and well aligned with FT criteria.
- Monitor closely participant numbers on assigned programmes – keep a keen eye on the pipeline and plan marketing and business development activities accordingly, to ensure targets are met and actions planned in a timely manner to avoid cancellation or postponement.
- Develop and see through a proactive outbound approach to winning business – be prepared to travel, locally and abroad, to speak to potential customers about our programmes, attend events, and actively target companies we would like to work with.
- Make recommendations for business development opportunities and develop a clear understanding of the competitive landscape for assigned portfolio; it is vital that the BDDFP has an excellent knowledge of the programmes in this pod, and that they can articulate our USP to a senior audience.
• Work with the marketing team to ensure a clearly developed and thought-through marketing and sales plan for the pod programmes.

• Work with the marketing team to ensure the programme is well represented on the Open web pages; devise new ideas to help keep the programme pages compelling and as informative as possible, and to drive the Cambridge-distinctiveness of our programmes; assist with the implementation of marketing and business development campaigns including e-mailshots and newsletters from our central database, flyer creation etc.

• Ensure clear directives, mentoring and management of the Business Development Manager and the Senior Programme Manager in the Flagship pod.

• Work with the Director of Open Programmes to explore and roll out potential new Open programmes which would also ‘sit’ within this pod. Some of these new programmes may take in global locations – assure due diligence, develop a mutually agreeable business model if appropriate, oversee the logistics and delivery.

• Work with the Director of Open programmes to roll out flagship programmes’ Reunions, working with faculty to develop innovative curricula for these reunions.

• Accurate entering, updating and maintaining prospect and client details in the CRM database.

• Liaison with alumni of key programmes to maintain relationships and develop potential future business – liaising with School to ensure a smooth transition into the Alumni Association, keeping track on communications to our participants which come from the School.

• 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 BDD.

• Maintain close working relationships and collaborate accordingly with the programme management team who work within the flagship pod.

• Keep up to date with the complexities facing target client organisations and the wider geopolitics which may influence decision-making for our programmes.

• Work with the Finance and Legal teams to ensure smooth processes and to serve our participants in the best manner possible.

The person

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

Essential

• A good degree (preferably from a Russell Group University), a postgraduate degree, MBA or equivalent experience.

• Experience of programme development and business development experience including direct experience of interfacing with customers in consultative selling and working with human resources representatives at a senior level.

• 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, excellent attention to detail and accuracy. The confidence and professionalism to present to senior executives/audiences.
- 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 and willingness to travel internationally.

Benefits

This is a full-time position working 40 hours per week. There will be a 9-month probationary period. Holiday entitlement is 33 days per annum plus 8 days of public holidays.

We are offering a competitive salary for this role, alongside a number of benefits including flexible working arrangements and the option to participate in the Company’s staff incentive plan (Annual Employee Bonus Scheme).

Please be aware that this is a hybrid role. The successful candidate will be expected to work in our offices in Cambridge a minimum of 3 days per week.

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 generous workplace pension and a tax-efficient bicycle scheme.

Further details can be found at [www.admin.cam.ac.uk/offices/hr/staff/benefits](http://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](http://www.jobs.cam.ac.uk).

Application arrangements

Candidates are asked to submit a full curriculum vitae and covering letter explaining your interest in the position and how your experience would help you to fulfil the role, to Elle McGregor, HR Administrator: e.mcgregor@jbs.cam.ac.uk.
The closing date for applications is midnight on Sunday 9 July 2023.

Applicants are required to provide details of 2 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 Elle McGregor, Human Resources Administrator, who is responsible for recruitment to this position, by email at e.mcgregor@jbs.cam.ac.uk. Alternatively, applicants can contact the CJBS HR Team at hr@jbs.cam.ac.uk.