

JOB TITLE: CORPORATE BUSINESS DEVELOPEMNT DIRECTOR, OPEN PROGRAMMES

REPORTS TO: DIRECTOR OF OPEN PROGRAMMES

Background

JBS Executive Education Ltd (JBSEEL) is a limited company wholly owned by the University of Cambridge and based in Cambridge Judge Business School (CJBS).

Our commercial activities include a calendar of scheduled programmes and executive learning open to anyone at the requisite level in their career (Open Programmes), and a comprehensive suite of bespoke programmes designed to address the specific learning and strategic needs of organisational clients (Custom Programmes). Across our entire portfolio we offer an exciting mix of immersive and innovative face-to-face, live online, and digital learning experiences. Executive Education is also home to The Psychometrics Centre, a multidisciplinary research institution specialising in all forms of psychological assessment.

Our academically rigorous programmes are led and delivered by Cambridge Judge Business School's world-leading faculty at the University of Cambridge. Our content stems from their latest cutting-edge research, and we draw upon the strengths and resources of the wider University of Cambridge and the Cambridge ecosystem including senior industry practitioners and specialists who bring theory to life with lived examples and case studies. Our programmes make a lasting impact on our clients and deliver transformative learning experiences enabling them to make a real difference upon returning to their role, across all layers of their organisation.

Executive Education at Cambridge continues to innovate and grow across some of the Business School's most important and meaningful areas of research, including environmental, social and governance (ESG), strategy, leadership, and competitiveness, and alternative finance.

We are a growing team of approximately 80 members of staff. Each member of our diverse and competent workforce has a purpose, contributing to our organisational development, and supporting our clients, people, culture, and growth. Together, we **change leaders who change the world**.

We pride ourselves on our values, which are:

- We embody **world-leading excellence**
- We have and encourage a **growth mindset**
- We make others **great**, always
- We are positive and **solution-oriented**

- We are better **together**

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

The role

The Corporate Business Development Director (CBDD) will concentrate on developing and growing a group of corporate accounts, business-to-business (B2B), who become loyal to our Executive Education programmes and whom the postholder will nurture to send a certain number of participants to our open programmes each year. These programmes will include both face to face, live online, and online formats. Key performance indicators (KPIs) for the number of these companies and their growth per annum will be discussed and agreed with the Director of Open Programmes.

The postholder 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 open programmes. Key account management of these corporate accounts will be a vital part of the role.

The role holder will also work on and further grow the group of 'Corporate Open' programmes. These are programmes for companies who are interested in a specific open programme for their business, and who would like an 'off-the-shelf' Open programme slightly tailored for their organisation. (These programmes do not go as far as being 'customised/bespoke', which would be handled by our Custom team). This area of the business has the potential for strong growth and needs concentrated attention. Work on this will involve drawing up contracts (liaising with the Executive Education Head of Legal Services) and collaboration with the Programme Operations team to assure venues and logistics. Faculty and the agenda will also need to be agreed, contacted, and confirmed.

The CBDD will be the main point of contact in the Open business development team for Senior Learning and Development (L&D)/HR executives who wish to learn more about our programmes for their organisation. They will arrange visits on- and off-site for these individuals as needed. A proactive approach to increase the pool of these contacts will be required.

In conjunction with this B2B part of the role, the post holder will oversee and be responsible for enrolments to the General Management Certificate of Achievement (GMCA) – this is a B2C facet of the role which should ensure take-up and growth of the GMCA. KPIs will be established for the numbers of this each year.

Additional open programmes will be allocated for sales deliverables, which will enable the role-holder to become acquainted with specific programmes and their faculty.

Main responsibilities

Business development

- Secure the acquisition of new open business from corporate clients, from initial enquiry through the sales process to delivery of client-focused solutions. This will include the sale of places on public open programmes and 'Corporate Open' groups for single company audiences.
- Develop and grow a pipeline of Corporate Open business through inbound and outbound business development processes. Provide regular updates on the status of the pipeline and activities to drive conversions.
- Work closely with colleagues in Open Business Development and other teams such as Marketing and Custom to develop our offering and marketing/business development approach. Foster cross-selling and corporate relationship development during the sales process.
- Ensure the number of programme participants on assigned programmes and the GMCA meets or exceeds targets – monitor the pipeline and plan marketing and business development activities to drive registrations.
- Act as the primary point of contact for prospective participants on assigned programmes and the GMCA, engaging in active sales techniques to guide them through the 'prospect to applicant' cycle. This will involve personalised interactions via phone calls and emails, as well as proactive outbound sales activity.
- Collaborate with both the Marketing team and the Business Development team to identify business development opportunities and gain a comprehensive understanding of the market and our competitors. Be capable of handling complex questions and providing eloquent and knowledgeable answers and solutions.

Programme and portfolio management

- Work with Faculty, the Open Learning Designer, and the Strategic Change Lead to implement programme improvements and excellence initiatives to increase programme ratings.
- Work with the Open Learning Designer to ensure that the overall design and flow of programmes in the Corporate Open pod are tight and well aligned with excellence criteria.
- Work with the Director of Open Programmes and the Open Learning Designer to explore and roll-out potential new Open programmes which would sit within the Corporate Open pod. Some of these new programmes may take in global locations – assure due diligence, develop a mutually agreeable business model if appropriate, and oversee the development, logistics, and delivery.

Internal and external relationship management

- Develop trusted advisor relationships with client stakeholders, through a thorough understanding of the client's context and requirements.
- Liaise with faculty throughout the open programme life cycle. Agree on dates for upcoming programmes and share progress on the sales process and general profile of the group.
- Stay updated on industry events, sectoral changes, and key players in relevant markets and regions, enabling a nuanced understanding of the challenges faced by target client organisations.

- Liaise with alumni of key programmes to maintain relationships and develop potential future business.
- Maintain close working relationships and collaborate accordingly with the programme management team.

People management and leadership

- Provide leadership of the Corporate Open pod and take responsibility for programmes in the pod meeting or exceeding targets.
- With support from the Director of Open Programmes, translate the strategy for the Open business into objectives for the Corporate Open pod (and individuals) and monitor progress towards achievement, providing direction, feedback on performance and annual appraisals.
- Ensure that excellence initiatives and quality improvement activities are implemented for all programmes delivered by the Corporate Open pod.
- Maintain oversight of the status of programmes throughout the delivery process to ensure that the required administrative tasks are completed by members of the team.

Administration and reporting

- Maintain and update information held by the company on programme participants and corporate clients in the CRM system.
- Ensure the implementation of risk management strategies and thorough due diligence processes on new corporate agreements.
- Participate in client, team, and staff meetings, as well as ad hoc project groups as required.
- Ensure compliance with financial regulations and maintain accurate records in the CRM system.
- Utilise company IT systems for data management in accordance with company policy and data protection regulations.

Additionally

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

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:

- A degree, preferably with a postgraduate degree, MBA, or equivalent experience.
- Substantial business development experience including interfacing with customers in consultative selling and working with senior 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 with first-class attention to detail.
- 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. There will be a nine-month probationary period.

This is a hybrid role, with a current company-wide requirement of a **minimum** of two working days from our office in Cambridge. However, we understand the importance of flexibility in managing work-life balance; our structure includes flexible working hours to accommodate individual needs and preferences.

Holiday entitlement is 33 days per annum plus 8 days of public holidays.

The salary will be in the range of £45,000-£55,000 per annum. The full salary range for the position is advertised in order to demonstrate the progression for the band. In the majority of cases appointments will be made at the bottom of band; only in very specific exceptional circumstances can a higher salary be offered.

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. There is also a range of information about living and working in Cambridge at www.jobs.cam.ac.uk.

Application arrangements

If you embody **world-leading excellence**, have and encourage a **growth mindset**, make others **great** always, are positive and **solution-oriented**, believe we are better **together**, and would like to join our team to contribute to our mission of **changing leaders who change the world**, we would love to hear from you!

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 Advisor: e.mcgregor@jbs.cam.ac.uk.

The closing date for applications is midnight on Thursday 23 May 2024. Please note that we reserve the right to close this vacancy early if we receive sufficient applications for the role. Therefore, if you are interested in applying, please submit your application as early as possible.

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, Elle McGregor, HR Advisor, 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.