



Saïd Business School
University of Oxford
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www.sbs.oxford.edu

Job title	Business Development Officer
Division	Social Sciences
Department	Oxford Saïd Business School Ltd
Location	Egrove Park, Kennington and Park End Street, Oxford
Grade and salary	Grade 7: £32,236 - £39,609 (discretionary range to £43,267)
Hours	Full time
Contract type	2 Year fixed term contract
Reporting to	Business Development Manager - Online

The role:

The Business Development Officer role offers an exciting opportunity to join a fast growth area of the business school which focuses primarily on the growth of our B2B business for online programmes. The role holder will take responsibility for achieving a targeted income of up to £750,000 working across a variety of programmes which have been grouped into development tracks for professionals investing in a pathway of comprehensive executive education. The post holder will take responsibility for planning and implementing the B2B recruitment strategy of programmes within a specific development track and play a supporting role in planning and implementing activities for the Business Development Manager responsible for the performance of the rest of the programmes within the online portfolio. The role holder will also perform analysis and provide specialist advice to the Business Development Manager on appropriate channels to market for our target markets.

Responsibilities/duties

- To acquire specialist knowledge of faculty research underpinning the online portfolio, an in-depth understanding of development objectives across each programme, and general knowledge of the wider online portfolio. This will enable the role holder to conduct full sales cycle telephone calls with B2B prospects to convert interest into applications for an executive education programme.
- Is responsible for setting and executing budgets for specific programmes under guidance of Business Development Manager for portfolio of programmes.
- Is responsible for generating £750,000 of income from a portfolio of online programmes.
- Is responsible for profitable contribution target of 60% net income towards overheads from specific programmes.
- Is accountable for recruitment targets for specific programmes with allocated budget, carrying out financial modelling of budgets, working closely with our Edtech partner to meet targets, decision making for resource allocation, taking responsibility for planning and organisation of recruitment strategy and presenting to Business Development Manager.

- Working with our Edtech partner and in-house marketing team. To use influencing and negotiating skills required to attract professional networking associations to market a specialist programme within our portfolio as a key endorser of our product to cultivate prospects through their networks.
- To conduct a specific presentation of their specialist programmes to prospective clients at meetings, networking or special interest / professional bodies external events as a representative of the open programmes department and wider Business School.
- To use social media as a direct initiator of conversation with prospective clients, conduct telephone calls to explore development needs and offer specialist knowledge and assistance on the application and enrolment process.
- To act as the main contact for clients who are interested in their specific programme or as the first point of contact for prospects who require career development guidance from our Open Programmes department.
- To play an active role in representing the interests of the Open Programmes Department and wider Business School at networking events.
- To conduct a full interview with prospective clients who have submitted an enquiry to the role holder's specific programme or a first interview for a programme within their allocated portfolio to ensure they are recommending suitable candidates for the programme, or interview B2C clients to understand potential for B2B client status.
- Prepare data and write recruitment reports using CRM and Application Systems for analysis purposes. To identify and present trends across application or programme evaluation data for overview reports.
- To represent the role holder's specific programme and allocated portfolio of programmes in networks or groups outside of their department absent of Business Development Manager, to allocate specific or ad hoc tasks for programmes to colleagues in Programme Services and Open Programmes marketing.
- Lead recruitment campaign for specific programmes using a Gantt chart which will include allocating tasks for marketing such as organising events, pulling together appropriate materials and resources, agreeing budgets for small events, managing the participation of the open programmes department at an event.
- To act as a responsible colleague, supporting other colleagues where required and helping to induct new colleagues into the department, giving training sessions on departmental database as required.
- Develop and adapt a quick reference guide for colleagues across open programmes and the wider school to understand online programme USPs
- Lead a project team, set vision and purpose for a common goal across several departments (internally and Edtech partner)
- To actively participate in online special interest groups / working groups / professional bodies internally and externally to the Business School to help open programmes / executive education build and achieve its online strategy
- To identify areas of system failure or inefficient working within the online business and adapt procedures as appropriate to ensure consistency in high quality of service
- Building service level agreements across technical and operational departments (externally and internally)
- Deputise for Business Development Manager in online meetings

Selection Criteria

Essential

- Proven track record of success in a customer-facing role, with demonstrated ability to initiate relationships with Executives and take them through a full sales cycle including meeting and exceeding sales targets.
- Team player, proven ability to lead and project manager initiatives across internal departments and external networks to develop outstanding tailor made digital solutions for clients.

- A confident individual with proven good communication skills across internal and external stakeholders.
- Demonstrated knowledge and application experience of CRM strategies and implementation, social collaboration platforms, customer relationship management software (CRM), content management systems (CMS), enterprise resource planning (ERP), project and productivity management suites
- Demonstrated ability to initiate and manage social media campaigns
- First rate interpersonal and communication skills (both oral and written) and a proven ability to work with senior corporate contacts, external stakeholders and an academic community. An enthusiasm for meeting people and a cross-cultural awareness.
- Have a flexible approach to work and the duties to be carried out. Whilst there are core hours some events are scheduled outside of the normal business day.
- Willingness to travel internationally to attend events and client visits.
- Proven administrative and organisational skills, including proficiency in the use of Microsoft Office programs including word, Excel and PowerPoint.
- Good time management skills and the ability to prioritise workload in a busy and sometimes pressured environment.
- Excellent business awareness and commercial acumen.
- Strong analytical and project management skills.

Desirable

- Experience of marketing tools/social media
- Experience of managing budgets

About the University of Oxford

Welcome to the University of Oxford. We aim to lead the world in research and education for the benefit of society both in the UK and globally. Oxford's researchers engage with academic, commercial and cultural partners across the world to stimulate high-quality research and enable innovation through a broad range of social, policy and economic impacts.

We believe our strengths lie both in empowering individuals and teams to address fundamental questions of global significance, and in providing all of our staff with a welcoming and inclusive workplace that supports everyone to develop and do their best work. Recognising that diversity is a great strength, and vital for innovation and creativity, we aspire to build a truly diverse community which values and respects every individual's unique contribution.

While we have long traditions of scholarship, we are also forward-looking, creative and cutting-edge. Oxford is one of Europe's most entrepreneurial universities. Income from external research contracts in 2014/15 exceeded £522.9m and ranked first in the UK for university spin-outs, with more than 130 spin-off companies created to date. We are also recognised as leaders in support for social enterprise.

Join us and you will find a unique, democratic and international community, a great range of staff benefits and access to a vibrant array of cultural activities in the beautiful city of Oxford.

For more information please visit www.ox.ac.uk/about/organisation

Saïd Business School

Saïd Business School blends the best of new and old. We are a vibrant and innovative business school, but yet deeply embedded in an 800 year old world-class university. We create programmes and ideas that have global impact. We educate people for successful business careers, and as a community seek to tackle world-scale problems. We deliver cutting-edge programmes, including the highly regarded MBA, Executive MBA, a

number of specialist MScs, a portfolio of custom and open programmes, and accredited diplomas for executives, and we undertake ground-breaking research that transform individuals, organisations, business practice, and society. We are an international and outward looking School with our programme participants coming from more than 50 countries.

We seek to be a world-class business school community, embedded in a world-class University, tackling world-scale problems.

Further information about Saïd Business School is available at www.sbs.oxford.edu

Social Sciences

The School is a department within the Social Sciences Division, one of four academic Divisions in the University, each with considerable devolved budgetary and financial authority; and responsibility for providing a broad strategic focus across its constituent disciplines.

The Social Sciences Division represents the largest grouping of social sciences in the UK: home to a number of outstanding departments and to the internationally ranked Law Faculty; all are committed to research to develop a greater understanding of all aspects of society, from the impact of political, legal and economic systems on social and economic welfare to human rights and security. That research is disseminated through innovative graduate programmes and enhances undergraduate courses.

For more information please visit <http://www.socsci.ox.ac.uk/>

Executive Education at Saïd Business School

The School incorporates the Executive Education activities of Oxford University. In recent years our Executive Education activities have grown substantially and we are on track to become a top 5 global provider of Executive Education.

Rated by the Financial Times in 2014 as the UK's #1 provider of Executive Education, and ranked #10 globally, the School offers two types of executive management programmes: open programmes available to managers irrespective of organisation, and custom programmes commissioned by organisations for their executives. The School provides unique learning solutions for high profile clients and prides itself on its outstanding customer focus. For more information please visit <http://www.socsci.ox.ac.uk/>

How to apply

If you consider that you meet the selection criteria, please submit your application to vacancies@sbs.ox.ac.uk

Applications must consist of the following:

- a curriculum vitae
- a covering letter explaining how the candidate meets the eligibility and selection criteria (no more than 1-2 pages)

The supporting statement should explain your relevant experience which may have been gained in employment, education, or you may have taken time away from these activities in order to raise a family, care for a dependant, or travel for example. Your application will be judged solely on the basis of how you demonstrate that that you meet the selection criteria outlined above and we are happy to consider evidence

of transferable skills or experience which you may have gained outside the context of paid employment or education.

Please save all uploaded documents to show your name and the document type.

All applications must be received by **midday** on the closing date stated in the online advertisement.

If you have any further queries, please contact us by telephoning +44 (0) 1865 288504 or by emailing vacancies@sbs.ox.ac.uk.

Information for priority candidates

A priority candidate is a University employee who is seeking redeployment because they have been advised that they are at risk of redundancy, or on grounds of ill-health/disability. Priority candidates are issued with a redeployment letter by their employing departments.

If you are a priority candidate, please ensure that you attach your redeployment letter to your application (or email it to the contact address on the advert if the application form used for the vacancy does not allow attachments)

Important information for candidates

Pre-employment screening

Please note that the appointment of the successful candidate will be subject to standard pre-employment screening, as applicable to the post. This will include right-to-work, proof of identity and references. We advise all applicants to read the candidate notes on the University's pre-employment screening procedures, found at:

www.ox.ac.uk/about/jobs/preemploymentscreening/.

The University's policy on retirement

The University operates an employer justified retirement age for all academic and academic-related posts (grade 6 and above), for which the retirement date is the 30 September immediately preceding the 68th birthday. The justification for this is explained at:

www.admin.ox.ac.uk/personnel/end/retirement/revisedejra/revaim/.

For **existing** employees any employment beyond the retirement age is subject to approval through the procedures: www.admin.ox.ac.uk/personnel/end/retirement/revisedejra/revproc/

There is no normal or fixed age at which **support staff** in posts at **grades 1–5** have to retire. Support staff may retire once they reach the minimum pension age stipulated in the Rules of the pension scheme to which they belong.

Equality of Opportunity

Entry into employment with the University and progression within employment will be determined only by personal merit and the application of criteria which are related to the duties of each particular post and the relevant salary structure. In all cases, ability to perform the job will be the primary consideration. No applicant or member of staff shall be discriminated against because of age, disability, gender reassignment, marriage or civil partnership, pregnancy or maternity, race, religion or belief, sex, or sexual orientation.

Benefits of working at the University

Training and Development

A range of training and development opportunities are available at the University. Further details can be found at www.ox.ac.uk/staff/working_at_oxford/training_development/index.html.

For research staff only: Support for Research Staff

There is a particularly wide range of support for career development for research staff. Please visit: www.ox.ac.uk/research/support-researchers to find out more.

Pensions

The University offers generous occupational pension schemes for eligible staff members. Further details can be found at www.admin.ox.ac.uk/finance/epp/pensions/pensionspolicy/.

Information for international staff (or those relocating from another part of the UK)

A wealth of information is available on the University's International Staff website for staff who are relocating to Oxford from abroad, at www.admin.ox.ac.uk/personnel/staffinfo/international/.

The University of Oxford Newcomers' Club

The Newcomers' Club is aimed at helping partners of newly-arrived visiting scholars, graduate students and academic members of the University to settle in and to meet people in Oxford.

Transport schemes

The University offers a range of travel schemes and public transport travel discounts to staff. Full details are available at www.admin.ox.ac.uk/estates/ourservices/travel/.

University Club and University Sports Facilities

The University Club provides social, sporting and hospitality facilities. It incorporates a Club bar, a cafe and sporting facilities, including a gym. See www.club.ox.ac.uk for all further details.

University staff can use the University Sports Centre at discounted rates, and have the chance to join sports clubs. Please visit www.sport.ox.ac.uk/oxford-university-sports-facilities.

Childcare and Childcare Vouchers

The University offers quality childcare provision services at affordable prices to its employees. For full details about the services offered, please visit www.admin.ox.ac.uk/childcare/. **NB: Due to the high demand for the University's nursery places there is a long waiting list.**

The University also offers nursery fee payment schemes to eligible staff as an opportunity to save tax and national insurance on childcare costs. Please visit www.admin.ox.ac.uk/childcare.

Disabled staff

The University is committed to supporting members of staff with a disability or long-term health condition and has a dedicated Staff Disability Advisor. Please visit www.admin.ox.ac.uk/eop/disab/staff for further details.

BUPA - Eduhealth

Bupa Eduhealth Essentials private medical insurance offers special rates for University of Oxford staff and their families www.eduhealth.co.uk/mini-site/.

All other benefits

For other benefits, such as free entry to colleges, the Botanic Gardens and staff discounts offered by third party companies, please see www.admin.ox.ac.uk/personnel/staffinfo/benefits/.

