

Job Description

Business Development and Marketing Adviser

Salary:	Grade 7
Contract:	Full time, ongoing
Location:	Medway Campus
Responsible to:	Business Development and Relationships Manager
Responsible for:	Business Development and Marketing Officer
Job family:	Administrative, professional and managerial

Job purpose

The Business Development and Marketing Adviser is responsible for developing and implementing marketing campaigns, whilst supporting business development, including publicity, outreach and employer engagement.

The post holder will support the Business Development Manager in establishing strong relationships with external organisations, ensuring promotion of apprenticeships and other commercial offerings, to employers, prospective learners and commercial organisations. In addition, the role holder will maintain the marketing budget for the BDRl Directorate and carry out administrative tasks including communications.

Key accountabilities

The following are the main duties for the job. Other duties, commensurate with the grading of the job, may also be assigned from time to time.

- Provide strategic direction for BDRl marketing activity, largely focusing on Apprenticeships; ensuring marketing and business relationship activity is in line with University and the BDRl strategies, setting targets and ensuring these are met through detailed planning.
- Support the Business Development Manager in seeking new and maintaining existing business partnerships, and actively engage in Business-to-Business sales, to increase Apprenticeships and business opportunities for the University.
- Line manage staff as appropriate, including monitoring performance, work allocation and skills development.
- Manage successful marketing campaigns from initial planning through to benefits realisation, ensuring campaigns are kept within agreed budgets and offer excellent Return on Investment.
- Lead on the engagement with specific industries relevant to BDRl's portfolio with the aim of building and maintaining employer engagement networks, engaging with industry groups and contributing to industry activities.
- Work with employers to provide a timely and efficient recruitment and admissions service to apprenticeship employers, including screening, interviewing and placing apprentices, so that recruitment campaigns are managed in line with University's best practice.
- In accordance with the statutory regulations, ensure applicants are eligible.
- Where required, support engagement efforts and tenders within a range of sectors (private, public and third sectors) across the business identifying opportunities for collaboration to generate income, expand Apprenticeship opportunities and Knowledge Exchange opportunities.

- Have a thorough knowledge of the apprenticeship market and Kent's portfolio in all commercial offerings in order to support the Business Development Manager in promoting apprenticeship and other knowledge exchange opportunities.

Key challenges and decisions

The following provide an overview of the most challenging or complex parts of the role and the degree of autonomy that exists.

- This is an employer-focused role, and the post holder can expect to have extensive contact with apprentices, their line managers and employers as well as other external organisations. In doing so, the post holder needs to be responsive and will need to be able to use their influence and persuasive skills to negotiate with stakeholders both externally and internally within the University of Kent.
- The role holder is expected to develop a close collaborative working relationship with the apprenticeship quality assurance team and the business relationship team in BDRI to ensure that apprenticeship programmes are compliant with regulatory requirements.
- The role holder will need to maintain a full knowledge of the University commercial offer to be able to effectively undertake business liaison and account management activities, commitment to building and developing this knowledge is an essential requirement for success in this role.
- Managing a complex workload with competing demands and deadlines. The role holder will agree objectives and overall priorities but is expected to manage unexpected/unplanned work within overall timeframes.
- The role holder will need to demonstrate flexibility to work outside of normal business hours, to cover extensive travel across England.

Facts & figures

In addition to post-graduate part-time learners, collaborative partner delivered provision and short courses, there are apprentices enrolled across a range of Kent apprenticeship programmes. Similarly, the University of Kent wishes to expand its CPD provision, consultancy and number of KTPs. This role will have responsibility of allocating the Marketing budget in line with the department needs in collaboration with the Business Development Team.

Internal & external relationships

Internal: Administrative members of staff in BDRI, BD and Senior Management staff, and other Central Services, along with academic colleagues across the institution. All learners (including apprentices), academic and administrative members of staff including Directors of individual programmes, key contacts in university support services, the Quality Assurance and Compliance Office, and other Central Services. Business development support staff and School DORIs

External: Prospective learners (including apprentices) and their employers as necessary, external partner institutions and organisations - current and prospective, employers, Inter-University relationships regarding improving systems and gaining best practice. All collaborative partner organisations and representatives of regulatory bodies and legal services.

Health, safety & wellbeing considerations

This job involves undertaking duties which include the following health, safety and wellbeing considerations:

- Regular use of Screen Display Equipment
- Conflict resolution
- Pressure to meet important deadlines such as might be inherent in high profile projects
- There may be a requirement to work evenings and weekends

Person specification

The person specification details the necessary skills, qualifications, experience or other attributes needed to carry out the job. Applications will be measured against the criteria published below.

Selection panels will be looking for clear evidence and examples in an application, or cover letter (where applicable), which back-up any assertions made in relation to each criterion.

Essential Criteria:

- Degree or equivalent experience of working in a similar role (A)
- Demonstrable experience of marketing, business-to-business sales or business development at a senior level (A,I)
- Experience of developing and delivering effective marketing and social media campaigns in line with marketing strategy (A,I)
- Experience of apprentice-facing work or a similar commercial environment, with an understanding of the challenges of learning and engaging with academic staff from a distance (A,I)
- Excellent oral and written communication skills including the ability to communicate clearly and accurately with a wide range of people (internal and external) (I)
- Strong IT skills, with experience of working with data systems (I)
- Excellent customer service skills with the ability to deal professionally, responsively and effectively with customers and colleagues (I)
- Experience of using and managing data in line with GDPR and handling sensitive matters with discretion (I)
- Experience of successfully managing staff, with well-developed skills and a clear passion for developing motivated staff and strong teams (I,T)
- Experience of influencing and negotiating effectively to achieve desired outcomes (I)
- Proactive and self-motivated with the ability to solve problems (I)
- Strong judgement and initiative with the ability to effectively interpret and apply policies and procedures and make suggestions for improvements (I)
- A firm commitment to fostering a working and learning environment that is respectful, inclusive and values diversity, including diversity of thought, and which enables staff and students from a wide range of backgrounds to thrive (I)

Desirable Criteria:

- Postgraduate or professional qualification in relevant area, or equivalent experience in a relevant profession (A,I)
- MBA or equivalent (A)
- CLAIT/ECDL or equivalent IT qualification (A)
- Experience of devising systems and mechanisms to engage with distance learners (A,I)
- Experience of working within, and substantial knowledge of, the higher education sector (A,I)
- Cognisant of the challenges and strategic issues facing higher education (I,T)

Assessment stage: A - Application; I - Interview; T - Test/presentation at interview stage