

| <b>JOB DESCRIPTION</b>  |   |
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| <b>Job title:</b>   | <b>Head of Business Development (Maternity Cover)</b>   |
| <b>Reports to:</b>  | <b>Commercial Services Director</b>   |
| <b>Department:</b>  | <b>Business Development</b>   |
| <b>Direct Reports:</b>  | <b>Technical and Production Team, Entertainments Manager, Events Executive, Media and Events Sales Executive, Room Lettings Coordinator</b> |
| <b>Revision Date:</b>   | <b>2022</b>   |
| <b>Job Purpose</b>  |   |
| <p>To lead and drive areas of income generation with the commercial team including events, entertainment, conferencing and advertising sales. You will be the Association's lead on developing internal and external partnerships and relationships that add value to the organisation and students.</p> <p><b>Key Projects/Tasks</b></p> <ul style="list-style-type: none"> <li>• Work with Room Lettings Coordinator, IT department &amp; Student Opportunities team to successfully diarise, deliver and report on Block Bookings (twice a year, Summer and October)</li> <li>• To support in both the planning and delivery of key calendar events such as, but not limited to: Student Awards, Elections, Graduations, Halloween, Christmas Light Switch On, GIAG</li> <li>• Manage a number of key client relations across both the Conference and Events database as well as the Sponsorship and Advertising department</li> <li>• Successfully plan, manage and deliver Welcome Week 2023. Working with the team to build a varied, diverse and comprehensive event programme</li> <li>• Manage the build/event plans and health and safety for any temporary infrastructure during the Welcome Week period</li> <li>• Continue with collaborative work with the Student Opportunities team to continually enhance student engagement whilst adding commercial value back to the organization</li> <li>• Work with Vice President Activities to ensure areas of their manifesto are achieved</li> <li>• With the Events Executive, proactively seek out new business opportunities ensuring maximum commercial return</li> <li>• Develop a Marketing strategy for Conference and Events taking our product to market</li> <li>• Work with the Trading Operations team and Events Executive to establish a suitable/sustainable catering provision and/or a list of preferred catering partners</li> <li>• Research and propose a new room bookings system which meets the needs of both our Student members and or External customers.</li> </ul> |   |
| <b>Main Duties and Responsibilities</b>   |   |
| <p><b>Leadership, Management and Development</b></p> <ul style="list-style-type: none"> <li>• Lead and role-model a high-performing and inclusive culture in line with the Students' Association values.</li> <li>• Ensure alignment between the Business Development team and the Association's strategy - to have a clear understanding with key performance indicators to deliver, ensuring they and the team contribute to our mission and vision.</li> <li>• Contribute to the long-term plans around events, entertainment, conferencing and sales that add maximum value (financial and reputational) to the Students' Association.</li> <li>• Manage staff within the team effectively providing regular 1-2-1s, coaching and mentoring. Support and performance manage in line with the Association's performance framework.</li> </ul>  |   |

- Oversee the recruitment, selection and induction of Business Development staff, working with the People and Development department and Commercial Services Director, ensuring that they are fully informed of staffing needs.
- Set and monitor challenging targets across the Business Development department including standards, revenue generation and new business partnerships.
- Manage or support any employee relations issues within the team as required, such as grievances, investigations and disciplinary processes.

#### **Standards and Service**

- Personally provide a high standard of customer service and maintain a charismatic, presentable, positive and calm attitude at all times.
- Support and motivate the Business Development team in ensuring they provide excellent standards of service at all times and help to develop an excellent brand identity and reputation for the Students' Association.
- The post will be responsible for ensuring that all events are delivered to a high standard and provide high levels of customer care.
- Ensure that the venues provide exceptional event experience with technical support, tailored to the client needs, where required.
- Oversight of the client event room booking system and ensuring that it meets the needs of internal and external customers.
- Ensure the use of research, insight and data to inform our events and external partnerships and to measure customer satisfaction.

#### **Business Development and Efficiency**

- Actively seek out and cultivate relationships with partners that help to maximise the commercial potential of the Students' Association.
- Responsible for the Profit and Loss performance of all business development activities.
- Work with the Marketing and Communications Departments to ensure the effective marketing and promotion of all business development activities and opportunities.
- Develop the annual Business Development budget alongside the Commercial Services Director, and in partnership with relevant Commercial Departments (in particular Trading Operations).
- Work with the Conference and Events team to develop a plan to improve the client event room bookings system for internal and external customers.
- Work alongside colleagues on major development projects as required.
- Provide written or verbal reports to senior management when required.
- Resolve on-the-job issues and operational problems as they arise, and help develop long term solutions.

#### **Shared Head of Department Responsibilities**

- Be a collaborative and effective member of the Students' Association's Heads of Department team, and work on organisation-wide initiatives as part of that team as appropriate, including some outside or the direct remit of the post.
- Contribute as appropriate to any other organisation-wide developments and activities (e.g. strategic planning, collaborative projects, staff days etc.)
- Ensure the Students' Association's values, particularly student leadership, are prevalent in both personal and departmental approaches to all work and decision making.
- Update the Senior Management Team (through the relevant SMT line manager) on a regular basis on all aspects of the department's performance and activities.

- Set, manage and monitor the departmental budget for the department, and support other budget-holders within the team in this activity.
- Carry out relevant business and financial processes accurately and in a timely way (e.g. payroll, recharging, monitoring of monthly accounts).

#### **Key Relationships**

- Senior Management Team
- Commercial Services Heads of Department
- Trading Operations Teams
- External partners, clients, suppliers and contractors
- Director of Marketing and Communications
- Head of People and Development
- University staff as appropriate
- Festival Manager & partners
- Student Opportunities Team

#### **OTHER:**

- The Student Association's overall ambition is that 'By 2025, we will be a high performing students' union, valued by our members, delivering outstanding support and services for a vibrant, well-rounded time at university' Our staff are essential to fulfilling this ambition.
- A commitment to the delivery of the Students' Association's Strategic Plan through the implementation of departmental plan activities.
- A positive and respectful attitude to all Students' Association staff, its management, the organisation as a whole, and its members, clients and partners.
- Ensure that every student, staff member or visitor using any of our services has the best possible experience of that service and of the Students' Association as an organisation.
- Adhere to and support Students' Association's Ethical, Environmental and Health and Safety policies and procedures.
- A commitment to training and development of self and others.
- Any other appropriate duties as reasonably required by your line manager, Departmental manager or Senior Management.

| PERSON SPECIFICATION  |                              |           |
|---|------------------------------|-----------|
| Job title:  | Head of Business Development |           |
| Person Summary  |                              |           |
| An enthusiastic, positive and extremely competent senior manager with demonstrable experience of building high impact commercial partnerships. A person with very high expectations of themselves and others, with a passion for detail and the ability to maintain delivery at a consistently high standard. |                              |           |
| Required Experience   | Essential                    | Desirable |
| Extensive demonstrable experience of leading and managing staff in a customer / sales / relationship management role.   | X                            |           |
| Managing within a target-driven environment, with a strong track record of achieving financial and service level goals.   | X                            |           |
| Developing business cases / plans that assess opportunity v risk and drive commercial growth.   | X                            |           |
| Managing and developing specific products to ensure growth and maximise profitability.  | X                            |           |
| Producing written reports and presentations to a high standard.   | X                            |           |
| Organisation and management of events.  | X                            |           |
| Use of client management room booking systems.  |                              | X         |
| Managing relationships with a variety of stakeholders including Board and/or decision-making committees.  | X                            |           |
| Development and marketing of conferencing business.   | X                            |           |
| Functional Skills and Proficiency   | Essential                    | Desirable |
| Strong understanding of effective commercial performance and principles.  | X                            |           |
| Strong entrepreneurial skills. Specifically, the ability to identify new opportunities, develop service offers, and implement.  | X                            |           |
| Strong numerical skills and able to objectively evaluate business opportunities.  | X                            |           |
| Ability to build relationships with key partners and customers.   | X                            |           |
| Good understanding of Microsoft Office Applications, in particular Excel.   | X                            |           |
| Outstanding organisational skills and ability to manage competing priorities.   | X                            |           |
| Good decision-making skills.  | X                            |           |
| Strong project and event management.  | X                            |           |
| Understanding of the student movement and of student trends and priorities.   |                              | X         |
| Training and Qualifications   | Essential                    | Desirable |
| Educated to degree level standard and can demonstrate degree or equivalent qualifications.  |                              | X         |
| Educated to Highers/ A-level standard or above.   | X                            |           |

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| Business management, leadership development, sales / enterprise or other relevant qualification.  |   | X |
| Evidence of ongoing professional development.   | X |   |
| <b>Our Purpose</b>  |   |   |
| <b>To enhance student life at the University of Edinburgh by providing representation, services, activities and support.</b>  |   |   |
| <b>Our Principles</b>   |   |   |
| <p>Our Principles guide our strategy, inform our everyday decisions and influence our behaviour, both as an organisation and as individuals representing the Students' Association.</p> <ul style="list-style-type: none"> <li>• Student Led – prioritise work and services that matter to students</li> <li>• Power to Change – be strong representatives, campaigning for students</li> <li>• Diverse student communities – a sense of belonging for all</li> <li>• Open and Helpful – in our communications and interactions</li> <li>• Collaboration – harnessing the benefits of working together</li> <li>• Ethically and Environmentally responsible – conscious of our impact</li> <li>• Social Enterprise – trading, with multiple benefits for our members</li> </ul> |   |   |