

Business Development Manager

Job Description & Person Specification



Newbattle Abbey College

Newbattle Abbey College is Scotland's life-changing adult education college, offering extensive support to adults and young people at points of transition. The college also plays a national role in the strategic development of adult learning in partnership with a range of agencies.

Set within an historic 16th century building and 125 acres of ancient woodland and parkland in Midlothian, a few miles from Edinburgh, the College is a registered charity and was established under a Governing Deed of Trust, the Trustees of which have historically included the Principals and Vice Chancellors of Scotland's ancient universities.

As one of Scotland's smallest colleges, Newbattle offers access to further and higher education in social sciences and humanities and rural skills. The college also runs commercial courses and is the national accreditation centre for two innovative award programmes: Forest and Outdoor Learning Awards and Adult Achievement Awards. Our award winning Forest College initiative provides a range of outdoor learning courses.

We receive core funding from the Scottish Funding Council as a specialist college, which currently amounts to around 50% of our income. The balance is generated through a portfolio of commercial activities, including events and residential programmes. This income is invested back into our curriculum and infrastructure to support our purpose.

The college has an international dimension. Our international language school partners provide residential courses for students from across the globe and our long-term partnership with the University of Wisconsin means that the college is home to students and Faculty on the *Experience Scotland* programme throughout the year.

Background

Due to an increased focus on generating income to support its vision and purpose, a new post of **Business Development Manager** was created to drive further growth in the college's commercial activity.

The successful candidate will be responsible for increasing income from a range of activities and identifying and successfully implementing new income streams. You will embrace the college's purpose, vision and values and will thrive in a dynamic and unique environment. You will have demonstrable experience of setting and achieving growth income targets, developing successful marketing strategies and maintaining effective external relationships. You will be highly adaptable and enjoy working as part of a small team to find creative solutions and achieve goals.

You will work with a team of committed staff in unrivalled surroundings, providing leadership to the Marketing Officer and Events Coordinator.

Reporting directly to the Director of Operations, and working closely with the Principal and Depute Principal, you will play a full part in the strategic leadership and direction of the college. You will also have an outward-facing role, supporting our commercial and other strategic partnerships.

Job Description:

Business Development Manager

Purpose:

Reporting to the Director of Operations, the Business Development Manager will maximise income from existing activities, and identify and develop new income streams that align with our vision, purpose and values. This post will also play a key role in the development and growth of the College's educational provision, helping the College realise its strategic objectives. The post-holder will work collaboratively with other College managers and staff, and build and maintain relationships with external partners, stakeholders and customers.

Key areas of responsibility

Commercial income:

- Drive further growth of the College's commercial activities and income.
- Maximise the potential of existing activities, ensuring the efficient and effective use of resources to achieve optimum return on investment.
- Identify potential new commercial activities and income streams that align with our strategic aims, prioritise those most likely to have the greatest impact and lead their successful implementation.
- Ensure effective and efficient processes and systems are in place to maintain and support the development of the College's commercial income activities.
- Ensure effective planning and reporting with regard to the business development function, including setting and meeting targets in collaboration with the Director of Operations and reporting progress against them.

Educational provision and other income:

- Work with the Depute Principal to support the growth of non-core funded learning provision and to secure grant funding.
- Work with the senior management team to develop fundraising activities and secure donations to support the College's work.

Marketing and Events:

- Provide effective line management to the Marketing Officer and Events Coordinator.
- Develop and implement effective marketing strategies for the College's commercial and core-funded activities.
- Ensure marketing and promotional activities and materials, including digital content, are high-quality, appropriate and effective.
- Support the Events Coordinator and work closely with College managers to ensure events are planned and run efficiently, taking account of student activity and other operational considerations.

Relationship management:

- Establish and maintain strong and productive relationships with a range of stakeholders, partners and customers to enhance the College's reputation and profile.

Line Management Responsibilities

- Marketing Officer
- Events Coordinator

General Responsibilities

- Contribute to the strategic and operational management of the College as part of the College Management Team.
- Undertake other duties and activities commensurate with the role and as directed by the Director of Operations.
- Actively promote and encourage equality and diversity in all aspects of College work.
- Abide by and uphold all relevant legislative requirements, including data protection and employment law, and respect the confidentiality of staff and students at all times.
- Participate in and/or chair relevant College committees and team meetings.
- Uphold the College values.

Person Specification

Education and Qualifications	
<p>Essential</p> <ul style="list-style-type: none"> • Qualified to SCQF level 9 (Degree level) in a relevant subject or vocational area, or equivalent knowledge/experience • Evidence of commitment to personal and professional development 	
Experience	
<p>Essential</p> <ul style="list-style-type: none"> • Relevant experience of business development and achieving commercial income. • Strong, demonstrable experience of, and ability to, develop new business opportunities. • Demonstrable experience of meeting targets against budget • Experience of developing and maintaining relationships both internal and external • Evidence of writing and delivering successful tenders and bids • Experience of developing marketing strategies • Line management experience 	<p>Desirable</p> <ul style="list-style-type: none"> • Experience or knowledge of the charity or education sectors.
Knowledge, Skills and Ability	
<p>Essential</p> <ul style="list-style-type: none"> • Strong business acumen • Demonstrable bid writing skills • Ability to develop compelling funding applications and development proposals • Ability to manage a diverse workload and respond positively to new demands as they arise • Strong creative and entrepreneurial skills • Ability to lead others and create an environment where people feel motivated and supported • Ability to establish effective working relationships with staff, students and partners • A high degree of organisational and time management skills 	

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| <ul style="list-style-type: none">• Excellent communication, analytical and numeracy skills• Excellent planning and monitoring skills | |
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Conditions of Service

Post Title: Business Development Manager

Location: Newbattle Abbey College

Term of Appointment: Full-time, permanent

Remuneration: £40,357 (pay award pending)

Pension Scheme: Lothian Pension Fund Scheme

Reporting to: Director of Operations