

**JOB DESCRIPTION**

**Job Title:** SMEBusiness Development Lead

**Service:** Careers and Student Enterprise

**Grade:** E

**Campus:** Docklands/Stratford/Satellite sites

**Responsible to:**  Enterprise Manager/ Head of Enterprise, Career Coaching & Mentoring

**Liaison with:** Employers, Students, School SMT members and relevant Directors of Services, relevant external organisations, and Careers and Student Enterprise Team members

**Never Not Moving Forward**

Build your career, follow your passion, be inspired by our environment of success. #BeTheChange

The University of East London is one of the most diverse and vibrant universities in the global capital. Our pioneering and forward-thinking vision is making a positive and significant impact to the communities we serve, inspiring both our staff and students to reach their full potential.

Born in 1898 to serve the skills needs of the 2nd industrial revolution, the University of East London has commenced Year 3 of its transformational 10-year Vision 2028 strategic plan led by our Vice-Chancellor & President, Professor Amanda Broderick, to advance Industry 4.0 careers-1st education. We have a clear route-map to provide a springboard for the jobs and opportunities of the future; drive diversity in the 4.0 talent pipeline - working in partnership to promote talent wherever it is found; and to create an inclusive and sustainable, green future.

We are looking for forward-thinking, innovative, curious, high-energy, self-aware people who are passionate about making a positive difference and who will thrive in an inclusive and diverse University community who are never not moving forwards.

As one of the most socially inclusive and international Universities and comprising one of the most diverse staff populations in the UK (50% of our professoriate identify are from black or minority ethnic backgrounds), we are hugely proud of our track record in reducing inequalities (ranked 1st in the UK & 2nd globally, Times Higher Education Global Impact Rankings, 2020) and our commitment to equality, diversity and inclusion is at the heart of Vision 2028.

We are building an environment of success where colleagues are supported to achieve, and our community can flourish and thrive. We are an accredited Investors in People Award Institution and have achieved the Investors in People Health and Wellbeing Award. With Athena Swan Awards and being one of a small number of Universities to have achieved the Race Equality Charter Award, we continue on our journey to address and reduce barriers to opportunity.

So, if you are looking to build your career in a dynamic, inclusive and performance-focused team and are inspired by our environment and drive for success, we want you to apply to join the University of East London. We are looking for inspirational individuals who have a passion to make a positive difference to people and planet, creating a more sustainable future for everyone.

**THE DEPARTMENT:**

This role is based in the Careers and Student Enterprise Service which is the career, employability and enterprise nucleus of the University of East London. The goal of the service is to support every student to achieve academically, gain the skills for the 21st century workforce, and build direct pathways to employment. The service’s mindset has innovation and creativity at its core. In order to improve progression, retention and graduate outcomes, the service utilises cutting edge technology and research, which has shown impact on our students’ satisfaction, behaviour and outcomes. This is a one-of-a-kind department with highly motivated staff and a high level of quality within the products produced.

**JOB PURPOSE:**

The SME Business Development Lead will be responsible for building relationships with individuals and small to medium enterprises particularly within East London to bring opportunities to our students. This role will engage SMEs with a wide range of opportunities to engage our students which include, work experience, internships, placements and project work. This role has a particular focus on supporting the development of opportunities for ‘student freelancers’ as part of the launch and growth of our new platform ‘East London Talent’. This pioneering platform enables students to showcase their skills and sell products or services via the platform. This unique role will support both the students and the SME with oversight of the projects from end to end which will enable the postholder to directly see the impact of their work.

**MAIN DUTIES AND RESPONSIBILITIES:**

**Planning & Strategy**

* To work with the Careers & Student Enterprise Team and six schools to undertake a robust review of our academic portfolio and develop a SME business development strategy for each school identifying areas of strength to inform the strategy.

**Business Development**

* To proactively promote the Careers & Student Enterprise offer to obtain new leads and business through prospect calls and attending face to face events and exhibitions.
* To work towards a suite of KPI’s around SME Engagement and number of opportunities secured through East London Talent.
* To develop and deliver demo sessions to SMEs promoting the opportunities to engage students including work experience, placements, internships and freelance roles.
* To onboard SMEs to East London Talent and help these organisations recognise the benefits of engaging students in freelance/project based roles.
* To work closely with the Enterprise Team to understand the areas of student demand and undertake business development in areas where we have high levels of student talent and engagement.
* Plan and deliver an external facing launch of East London Talent, once we have some proof of concept

**Vacancy Management**

* Manage vacancies from start to finish ensuring both the student and SME have a positive experience.
* Undertake candidate screening and preparation supporting students to develop their profile and ensure they have the right skills and experience to undertake the project.
* Take responsibility for compliance checking candidates have the right to work in the UK and set up robust systems and processes to ensure that quality and Health and Safety standards are met by employers/organisations that offer development opportunities for student freelancers.

**Marketing & Communications**

* Develop of standard email templates and messaging for East London Talent ensuring USPs (Unique Selling Point) are relevant.
* Develop compelling digital and print assets for the promotions of East London Talent.
* Work with our Marketing & Communications Manager to promote East London Talent using a range of channels including email, social media and third party sites.

**Relationship Management**

* To develop and maintain relationships with local, national and international SMEs to secure suitable freelance and project based opportunities for our students.
* Undertake regular progress calls with SMEs and students during projects to ensure both parties have a positive experience.

**Impact & Evaluation**

* To collect, evaluate and monitor relevant data and statistics to allow for strategic and operational planning and ensure the team can meet institutional KPI’s.
* To effectively share data and information across the team to fully maximise opportunities secured

**Other Duties**

* To take a flexible approach to work (attendance at early morning and evening meetings may be required)
* To undertake any other duties, in line with the level of the post, and as directed by your line management
* To work in accordance with UEL’s Equality and Diversity Policies

**PERSON SPECIFICATION**

**EDUCATION QUALIFICATIONS AND ACHIEVEMENTS:**

**Essential criteria;**

* Degree or equivalent qualification/experience (C)
* Experience of business development, recruitment or employer engagement (A)
* Experience working as a freelancer or working with freelancers (A)

**Desirable criteria;**

* Training and development qualification (C)

**KNOWLEDGE AND EXPERIENCE:**

**Essential criteria;**

* Experience of successfully working/negotiating with a range of employer partners and sound knowledge of current recruitment practices (public and private sector) (A/I)
* Successful track record of meeting challenging targets for securing work experience and employment opportunities (I)
* Excellent IT skills with clear proficiency in Word and Excel packages and use of the internet (T)
* Experience of consistently meeting targets (I)

**Desirable criteria;**

* Broad knowledge of graduate opportunities and broad understanding of cross industry sectors (A/I)

**COMMUNICATION / LIAISON AND NETWORKING**

**Essential criteria;**

* Ability to communicate using a variety of mediums to internal and external audiences including senior managers, students, graduates and employers (A/I)
* Proven experience of new business sourcing techniques and methods (A/I)
* Demonstrable experience of building and maintaining professional networks and stakeholder management (I)

**PLANNING AND ORGANISING RESOURCES / SERVICE DELIVERY**

**Essential criteria;**

* Ability to understand the importance of good plans and the need to measure and monitor progress against these whilst being flexible enough to consider unforeseen changes or new opportunities (I)
* Ability to plan major and minor events making appropriate decisions concerning resources and considering employer, student and graduate attitudes and behaviours (A/I)
* Ability to deliver employability support both one to one and with large groups of students (A/I)

**TEAMWORK AND MOTIVATION:**

**Essential criteria;**

* Able to positively contribute to the objectives of the wider team whilst being a proactive team member (I)
* Experience of managing and motivating staff to achieve goals (I)

**DECISION MAKING / INITIATIVE & PROBLEM SOLVING:**

**Essential criteria;**

* Experience of using own initiative to resolve problems and creativity to drive development (A/I)
* Ability to make independent but appropriate decisions, whilst keeping relevant people informed and staying within budget (I)

**OTHER ESSENTIAL CRITERIA:**

* Flexible approach to work. Able to cover events and activities outside of usual working hours (I)
* Commitment to and understanding of equal opportunities issues within a diverse and multicultural environment (I)

**Criteria tested by Key:**

A = Application form

C = Certification

I = Interview