

**JOB DESCRIPTION**

|  |  |
| --- | --- |
| **Job Title** | Business Development Manager |
| **Service** | Employer Partnership Office (EPO) |
| **Grade**  | E |
| **Location** | Docklands Campus  |
| **Reporting to** | Head of Business Development  |
| **Key working relationships: Internal**  | Director of Research & Knowledge Exchange, Academic staff, EPO staff, Employer Engagement Officers. |
| **Key working relationships: External**  | Employers, and other relevant external stakeholders |
| **Contract type**  | Full Time (Permanent) |

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

**#BeTheChange**

**THE UNIVERSITY OF EAST LONDON**

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

Founded in 1898 to meet the skills needs of the 2nd industrial revolution, we are implementing [Vision 2028](https://www.uel.ac.uk/about/vision-2028) our ambitious 10-year strategy to reshape the face of education through collaborative initiatives alongside industry partners.

Our mission remains to foster inclusive pathways to career readiness for students of all backgrounds whilst driving positive change and measurable impact through our research, global partnerships, and innovative educational models.

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. As the only University in London to have achieved Silver Awards in Athena Swan Gender Equality and in the Race Equality Charter, we continue our journey to address and reduce barriers to opportunity.

**BRIEF OVERVIEW OF THE EMPLOYER PARTNERSHIP OFFICE (EPO)**

A central feature of the Careers 1st approach established in Vision 2028, the primary function of the Employer Partnership Office (EPO)is to provide the central commercial externally focussed professional business development and key account management function for the university.

Working alongside Schools, research institutes, and other professional services, the unit directly engages with employers, local authorities and industry partners to generate new income and broader commercial engagement opportunities. This includes seeking opportunities to grow income in continuing professional development, apprenticeships, internships, research and knowledge exchange, facilities and associated product and services, employability opportunities for students and graduates, and wider educational and reputational benefits across all university stakeholders from growing our employer partnerships in the UK and globally (physically and online).

As well as supporting income generation and diversification, the EPOprovides critical professional strategic key account management of our extensive and growing portfolio of our employer and academic partnerships.

**BRIEF OVERVIEW OF EMPLOYER PARTNNERSHIPS**

***Employer Partnerships***, which is a unit within EPO, is split into four interdependent functional areas:

* *RDCS* - The Royal Docks Centre for Sustainability will be the regional hatchery for innovation and enterprise supporting a more sustainable future for businesses, students and residents in the Royal Docks area. The RDCS will offer a range of support and activities focused on four themes:
* Convene and connect: bring together UEL researchers, students, alumni with businesses and local residents.
* Skills development: supply the region’s new and existing businesses with a skilled workforce.
* Enterprise incubation, innovation, and business support: incubate good growth businesses that will pioneer the new economy.
* Community Wealth Building: be a valued resource for Newham residents.
* *Business development* – this newly created function will support Schools, Research Institutes and other Professional Services in the development of new commercial income from engagement with business, charities and local authorities to achieve improved employment outcomes, growth and diversification of the academic portfolio and improved KEF outcomes*.* This includes CPD, apprenticeships, placements, internships and other commercial income generating activity such as Venue Hire
* *Apprenticeships and Employer Engagement* – this function brings together a team of professional key account managers to look after existing and future university commercial partnerships and apprenticeship employers (e.g. AWS, Siemens, Accenture, Barclays, etc.), as well as managing commercially focused engagement with local authorities for mutually beneficial work.

**JOB PURPOSE**

It is our mission to make our university a top choice with the private, public and third sectors for their co-creation, innovation, graduate employment, research, and organisational enhancement needs. The post holder for this newly developed role will support this vision by creating new opportunities to sell a range of facilities and services that UEL can offer to organisation. They will liaise with private, public and third sectors that do not have a current relationship with UEL and promote the university’s unique expertise in research, knowledge exchange, facilities hire, office space, short courses, and sponsorship.

The post holder will work across the university to identify areas of excellence and share opportunities with both professional and academic staff. This role will require close collaboration with the Impact & Innovation Office, Employer Engagement Officers, Schools, Research Institutes, and other team members in the Employer Partnership Office who work on apprenticeships and continuing professional development. They will respond to bid opportunities, write RFPs and package solutions that meet the demands of the market. The post holder will report to the Head of Employer Partnerships and Apprenticeships and will be the central “go to” person for new business.

Additionally, the post holder will need to operate with a solutions-focused approach, by working with relevant internal academic and professional services colleagues to deliver services that are responsive to demand from external businesses and other organisation. This will mean operating with a more transformative partnerships approach, that focuses on cross-selling and supporting inter-disciplinary working between different teams to fully maximise new 3rd stream income and other opportunities.

**KEY DUTIES AND RESPONSIBILITIES**

* Meet set annual KPIs related to 3rd Stream income generation and engagement with external organisations, through promoting UEL services to them such as CPD courses, Venue Hire, Apprenticeships, sponsorship opportunities, and Knowledge Transfer Partnerships (KTPs).
* Establish and maintain strong working relationships with relevant key internal colleagues, to support the delivery and growth of 3rd Stream income activities.
* Act as a professional representative of UEL, establishing and main strong working relationships with external organisations and professional individuals, to convert demand for 3rd Stream income services. This will include attendance at some networking events and conferences, outside of normal working hours.
* Support with the delivery and management of the UEL Venue Hire Service, as a source of 3rd Stream income, including some evening and weekend work.
* Where possible, provide opportunities for external organisations to engage with UEL current learners and Alumni, though collaboration with the Careers and Student Enterprise (CaSE) team.
* Work with External Relations Department (ERD) to develop sales and marketing assets.
* Create an employer target list and business development action plan.
* Until a CRM system is in place, manage a contact list that can be shared centrally.
* Sales pipeline management from initial lead through delivery of service by the university.
* Seek opportunities and updates from representatives on various local authority boards, quangos & development initiatives and report the information to relevant internal colleagues.
* Liaise with the wider ecosystem in Newham, Pan-London, and nationally to support economic growth.
* Support with the creation of funding bids for new internal and external income opportunities
* Make an active contribution towards the strategic objectives of Vision 2028.

The duties and responsibilities outlined above provide a general overview of the range of tasks that a **Business Development Manager** at the University of East London may be required to perform. Please note that this job description is not exhaustive, and additional tasks aligned with the role's grade may be assigned as needed.

The job description may also be updated to reflect changes in circumstances, and employees will be consulted if any amendments are required.

**All employees must adhere to all UEL policies and regulations, demonstrating a commitment to equal opportunities within a diverse and multicultural environment. Employees are also expected to actively contribute to building and maintaining a positive reputation for UEL in all their professional activities.**

**PERSON SPECIFICATION**

The University's Core [Values](https://www.uel.ac.uk/about/governance/ethical-framework) are **Passion, Inclusion, Courage**, and they are at the root of everything we do and everyone in our community is expected to demonstrate them.

|  |  |  |
| --- | --- | --- |
| **Education and Qualifications** | **Essential**  | **Desirable** |
| Degree in relevant field or equivalent professional experience | [ ]  | [x]  |
| **Experience and Knowledge** |  |  |
| Experience working in a complex organisation with multiple stakeholders | [x]  | [ ]  |
| Experience identifying opportunities within organisations  | [x]  | [ ]  |
| Proven experience in meeting KPIs related to financial income | [x]  | [ ]  |
| Previous experience managing a sales pipeline | [ ]  | [x]  |
| Relevant experience of working in a UK HE/FE Institution, commercial training provider or commercial organisation  | [ ]  | [x]  |
| Experience developing opportunities within the private, public and third sectors  | [ ]  | [x]  |
| Experience working towards a set of targets or KPIs  | [ ]  | [x]  |
| Track record of successful bid-writing  | [ ]  | [x]  |
| **Skills/Abilities** |  |  |
| Highly organised with an ability to manage multiple projects in a deadline intensive, multiple stakeholder environment  | [x]  | [ ]  |
| Excellent oral, written communication and presentation skills | [x]  | [ ]  |
| Ability to develop pricing and forecasting documentation | [x]  | [ ]  |
| Excellent inter-personal skills and ability to influence both internal and external stakeholders  | [x]  | [ ]  |
| Able to prioritise and meet deadlines | [x]  | [ ]  |
| Ability to work flexibility to achieve KPIs | [x]  | [ ]  |
| Must have the curiosity needed to solve problems | [x]  | [ ]  |
| Experience of working with a CRM system to maximise income and other opportunities. | [x]  | [ ]  |
| **Other Competencies**  |  |  |
| Commitment to and understanding of equal opportunities issues within a diverse and multicultural environment | [x]  | [ ]  |
| Willingness to work flexibly & travel if/when necessary | [x]  | [ ]  |
| Ability to work independently | [x]  | [ ]  |

**Further Information:**

UEL is an inclusive equal opportunities employer and are proud of our Equality, Diversity and Inclusivity achievements. We expect all employees of UEL to accept our EDI policy and will not tolerate discrimination in any form. As an employee of UEL, we expect you to follow all relevant Health & Safety policies.

We're a disability confident employer and value all applications. Please let us know if you require any reasonable accommodations throughout the recruitment process.

**Last updated**: 07 August 2025