

Job Detail

Overview, role detail and person specification

Business Development Manager

ProtectED CIC

BDM-0821

Permanent, part-time to full-time – 0.5 to 1.0 FTE

Role title: Business Development Manager

Reporting to: ProtectED CIC Board

Package: £30k plus bonus

Location: Manchester, with travel nationally

www.Protect-ED.org

1.0 Background to ProtectED CIC

ProtectED CIC is a Community Interest Company established in 2018 as a not-for-profit membership organisation administering *ProtectED Membership* and the *ProtectED Accredited Institution* award in the higher education sector. ProtectED is the 'gold standard' for assessing the work done by universities to look after their students' safety, security and wellbeing. It is the first UK higher education accreditation scheme to comprehensively address this broad area.

University students are vulnerable to a range of security and welfare issues, such as an increased risk of becoming a victim of crime. However, measures taken to mitigate such risks vary widely between institutions and the higher education (HE) sector's approach to student wellbeing is fragmented. Research by the *Design Against Crime Solution Centre* at the University of Salford to understand, model and reframe UK university practice led to the design and development of this novel, student-centred approach.

The CIC is supported by an Advisory Board representing key organisations in the HE and security sector. The ProtectED Patron is Baroness Ruth Henig, previous Chair of the UK Security Industry Authority (SIA).

The ProtectED Code of Practice and accreditation scheme are the result of more than four years' research, design and development by a multidisciplinary team of academics, university security services professionals and external industry experts. The scheme allows universities and other educational establishments to assess their student safety and wellbeing by providing them with the information, learning tools and assessment to meet the ProtectED quality mark.

ProtectED celebrates new member universities joining the scheme at welcome receptions hosted by our Patron at the House of Lords. ProtectED is currently supporting six Founder Member universities to implement good practice and apply an integrated approach to safeguarding the wellbeing of approximately 165,000 students.

2.0 Role Detail

Role Purpose

The primary purpose of the **Business Development Manager** will be to identify new business opportunities, generate revenue and to help ProtectED CIC grow. Revenue will primarily be from new Member universities, but will also include other sources, including sponsorship.

This is an exciting time for the award-winning ProtectED initiative, as we seek to fill our final few Founder Member positions and momentum builds around the advantages of ProtectED membership.

Main responsibilities

As the public face of the ProtectED initiative, the **Business Development Manager** will advise prospective Member universities on the benefits of joining, while working with existing Member institutions to support wider adoption of the scheme.

As **Business Development Manager**, you will:

- Create a pipeline of prospective Member universities to target and increase Membership sales
- Generate leads and cold call appropriate contacts in prospective Member universities
- Establish rapport and develop relationships with prospective Member universities
- Organise meetings with prospective Member universities (face-to-face or online) at which to pitch ProtectED Membership
- Attend and present at relevant conferences, events and seminars, where appropriate
- Understand the needs and constraints of prospective Members and be able to respond effectively to these
- Have a good understanding of the ProtectED Membership, the Code of Practice and Accreditation process and be able to advise others about them
- Keep abreast of trends and changes in the higher education sector, sharing and receiving insights with the Communications Manager
- Discuss promotional strategy and activities with the ProtectED CIC Directors, Communications Manager and ProtectED Advisory Board
- Support development of Membership recruitment campaigns, working with the Communications Manager and ProtectED CIC Directors
- Meet Membership sales targets as agreed by the ProtectED CIC Board
- Provide recruitment forecasts and analysis and present these to ProtectED CIC Board of Directors
- Support development of the ProtectED sales and marketing strategy, working with the Directors and Advisory Board.

Location

Although there will be a base in Manchester, the post holder will be expected to travel nationally to attend relevant meetings and events. During the current Covid-19 pandemic, ProtectED staff and Directors are working remotely.

Duties & Responsibilities

The **Business Development Manager** role will fulfil the following duties and responsibilities:

- Identify, target and recruit universities to become new ProtectED Member institutions
- Attend and present at relevant conferences and events to promote the benefits of ProtectED membership and secure new membership sales leads
- Identify new opportunities to support ProtectED growth and success through sponsorship and other funding sources
- Ensure retention of existing Member institutions, including through ProtectED events to promote the scheme and share best practice between Members

- Manage all invoicing and communication with Member institutions
- Collaborate with the Communications Manager to drive the ProtectED marketing strategy, ensuring ProtectED gains optimal press, media and social media exposure
- Provide an update of progress, as agreed with ProtectED Directors, participating in CIC Board and Advisory Board meetings as required.

This role detail is a guide to the work you will initially be required to undertake. It may be changed from time to time to meet changing circumstances. It does not form part of your Contract of Employment.

Role Accountabilities

The post holder is accountable for the following:

- Ensuring targets are met relating to new Members and other sources of income, as defined in the ProtectED business plan
- Ensuring the continued satisfaction and ongoing membership renewals of ProtectED Member institutions
- Ensuring all communications and key messages are in line with the quality standards, principles and branding guidelines for ProtectED
- The post holder will be accountable for accurate reporting and forecasting of sales and business development, providing early warning to the CIC Board of emerging issues.

3.0 Person Specification

The following are detailed attributes required for the role:

Qualifications

The successful candidate should have:		Essential / Desirable	Tested by* A, I, P
1.	Educated to degree standard or above	E	A
2.	A professional accreditation – Such as Chartered Management Institute (CMI) or Institute of Leadership & Management (ILM)	D	A

Background and Experience

The successful candidate should have:		Essential / Desirable	Tested by* A, I, P
3.	Previous experience of working in a business development or commercial role	E	A, I
4.	Previous experience of working within higher education or a business serving the HE sector	D	A, I

Knowledge

The successful candidate should have excellent knowledge of:		Essential / Desirable	Tested by* A, I, P, T
5.	The structure and operational culture of the higher education sector	D	I
6.	Current affairs, with an interest in higher education, politics and/or economics	D	I

Skills and Competencies

The successful candidate should demonstrate:		Essential / Desirable	Tested by* A, I, P
7.	Excellent presentation and communication skills, with experience of delivering face-to-face pitches and webinar/conference call type presentations	E	A, I, P
8.	Commercial acumen — with the ability to understand and work towards business objectives	E	A, I
9.	Motivation and the ability to deliver and achieve commercial targets	E	A, I
10.	An ability to communicate business information and produce clear and concise reports / presentations, both to internal and external stakeholders	E	A, I, P
11.	The ability to create a prospect pipeline, and use appropriate techniques to move prospects through the pipeline	E	I, A
12.	The ability to influence at all levels, including at the most senior levels within Higher Education	E	I, A, P

* A = Application form; I = Interview; P = Presentation

4.0 Application Details

To apply for this role, please email aspire@Protect-ED.org, attaching:

- A covering letter detailing how you meet the above *Person Specification*, and providing clear examples of success from your previous positions
- A CV detailing your career to date.

Applications should be received no later than **Sunday 5 September 2021**.

ProtectED CIC is an equal opportunities employer and we welcome applications from all suitably qualified persons regardless of any protected characteristics of the Equality Act 2010. We ask that all applicants complete the **ProtectED Diversity and Inclusion Survey**, which can be found [here](#).