

Job Description & Person Specification

Professional Services and Senior Manager (excluding VCE) roles

JOB DESCRIPTION

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| Job title | Business Engagement Officer |
| School/Department | Business Innovation |
| Location | Paisley campus/Hybrid working (with requirement to travel to other campuses when appropriate) |
| Reporting to | Senior Workplace Learning Manager |
| UWS grade | 6 |
| FTE | 1 |

Job summary

The University of the West of Scotland (UWS) is a modern, diverse, forward thinking and truly entrepreneurial institution, with a clear ambition to deliver for the people and places it is proud to serve. UWS has five campuses: Paisley, Ayr, Lanarkshire, Dumfries, and London. A key contributor to achieving this ambition is the Workplace Learning (WPL) team, part of the multi-award-winning Business Innovation division, which also includes an established and very successful Knowledge Transfer Partnership (KTP) Centre, an innovative and established Continuous Professional Development team and a very successful Enterprise team. The WPL team are now looking for a dynamic, ambitious, and driven business development professional to further grow their client and programme portfolio.

This role is predominantly externally client facing and requires extensive industry engagement skills with a range of stakeholders, both internal and external, and market intelligence gathering and analysis, to shape future Business Development decisions.

The successful individual will be a degree qualified (or equivalent) self-starter and target orientated, demonstrating the ability to work and thrive in a high pressurised, dynamic environment, with a proven track record in sales and a minimum of 5 years' experience. There will be responsibility for a clearly defined income portfolio as well as demonstrating a systematic approach and experience of full lifecycle industry partnership relationship development and management. Digital skills in MS 365, BI, Social Media Marketing and Promotion are critical.

In return, UWS offers a generous performance related salary structure, a best-in-class pension, generous holiday entitlement, free gym membership, free campus parking, and flexible/hybrid working. Full role profile and responsibilities are noted below. If you'd like to have a chat about this exciting position, please contact Claire Young, Senior Workplace Learning Manager E: Claire.young@uws.ac.uk or call on 07733 361998

Key responsibilities

Contribute to income growth as a result of increased recruitment against target, for UWS' WPL programme portfolio.

Working with WPL, the Business Innovation division and colleagues in Research and in Academic Schools, to prospect for and secure key new employer partners to maximise industry recruitment potential and ongoing partnership engagement.

Collaborate with employer partners to develop new Workplace Learning solutions, securing commitment from key university senior stakeholder groups, and contributing to the business case for investment and ongoing development.

Contribute to the creation and implementation of an ambitious marketing strategy, maximising relationships to increase industry recruitment and to build business opportunities including, but not limited to, growing demand for a range of current and future WPL programmes across the University.

Monitor WPL programme progress against KPIs and financial targets, analysing variances and identifying areas of growth opportunity, liaising with WPL colleagues and Academic Leads to initiate actions to address these.

Analyse quantitative and qualitative data and create evaluation measures to collate (and act on) industry feedback to drive performance and to contribute to the reputational growth of WPL and UWS.

Responsibility for ensuring that the University is fully compliant with SFC funding governance, regularly liaising with Strategy and Planning, Academic Schools and Programme Leaders for accurate and regular reporting.

Job scope

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| <p>Planning and organising</p> | <p>Plan and manage activities in collaboration with senior colleagues and other internal and external stakeholders, taking responsibility for driving forward the University's growth strategy and taking due consideration of financial and resource implications.</p> <p>Identify and manage risks to ensure delivery targets are achieved, anticipating and implementing required changes.</p> <p>Review activity to improve efficiency and effectiveness in programme delivery and promote a culture of continuous improvement.</p> <p>Achieve challenging goals, using considerable judgement and discretion to identify and resolve issues.</p> |
| <p>Decision making</p> | <p>Review performance and progress across the University, benchmarking against best practice, and identify areas for growth and improvement for WPL in particular, and for the wider university family.</p> <p>Manage complex cross-School relationships and external industry, stakeholder and funder partnerships.</p> <p>Identify and address opportunities and challenges in an agile manner, with responsibility for service development and enhancement in line with the University's strategic objectives.</p> |

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| Working relationships | <p>Represent the University externally with a variety of stakeholders including employers, industry networks and funders.</p> <p>Work closely with senior colleagues across the University on the planning and delivery of the portfolio of WPL Programmes, providing expert advice and guidance.</p> <p>Work collaboratively with colleagues in Academic Schools to ensure effective and efficient implementation and delivery of GA programmes, seeking new opportunities to further enhance internal and external relationships and encourage excellence in practice.</p> <p>Work collaboratively with colleagues to maximise industry partnership opportunities to ensure optimal levels of recruitment into relevant academic programmes.</p> <p>Liaise closely with academic teams and employers to align, build and maintain excellent relationships, internal and external, to ensure a quality experience.</p> <p>Proactively engage with internal and external partners to maximise performance across the programmes including recruitment, retention, progression completion and success rates.</p> |

PERSON SPECIFICATION

Qualifications

| | | | Evidence A = Application I = Interview |
|------------------|--------------------------|---|---|
| Essential | QE1 QE2 | Educated to degree level or equivalent HNC/HNC and Professional Qualifications in a relevant subject. | |
| Desirable | QD1 QD2 | A post-graduate qualification in a management or relevant subject. | |

Experience

| | | | Evidence A = Application I = Interview |
|------------------|--------------------------|---|---|
| Essential | EE1 EE2 | <ul style="list-style-type: none"> • Minimum 5 years' experience working in a business development role with a proven track record of new business generation, cross and up-selling. • Proven track record in working to and surpassing tight and changing deadlines • Evidence of carrying out effective flexible resource planning and of managing risks • Experience of monitoring, managing and reporting on project budgets and resources. | |

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| | | <ul style="list-style-type: none"> • Evidence of successful networking to build sustainable relationships with internal and external stakeholders. • Evidence of identifying and developing business opportunities and new working partnerships. • Knowledgeable and competent in collating, interrogating and presenting complex data. • Experience in effective stakeholder and partnership working. | |
| Desirable | ED1 ED2 | <ul style="list-style-type: none"> • Experience of delivering on government or externally funded projects. • Experience of successful proposal preparation and funding applications to external bodies. • Previous experience of working in a Further or Higher Education Institution. | |

Skills

| | | | Evidence A = Application I = Interview |
|------------------|--------------------|--|---|
| Essential | SE1 SE2 | <ul style="list-style-type: none"> • Highly developed communication skills, both written and oral. Confidence to communicate vision that can be shared and delivered by colleagues. • Interpersonal skills which inspire and build trust in relationships with colleagues, employers and funders • Financial acumen, highly analytical, ability to take complex scenarios and explain to a range of stakeholders. • Demonstrable influencing, negotiation and closing skills • High level project management skills to manage complex, and often competing, tasks and deadlines. • Confidence with using Social Media to raise market awareness and attraction of UWS' WPL and wider BI proposition • Ability to identify and analyse problems and to adopt an innovative, solution-focussed approach to problem resolution | |
| Desirable | SD1 SD2 | <ul style="list-style-type: none"> • An excellent understanding and experience of using MS 365, Power BI, Chat GPT • Ability to promote and publicise WPL products and/or services across a variety of channels | |

Knowledge

| | | | Evidence A = Application I = Interview |
|------------------|--------------------|--|---|
| Essential | KE1 KE2 | <ul style="list-style-type: none"> • Knowledgeable about the changing Scottish skills landscape and the key drivers of change and resulting skills opportunities • An understanding of Scottish Apprenticeship frameworks | |
| Desirable | KD1 KD2 | <ul style="list-style-type: none"> • Demonstrable understanding of the importance of workplace learning for working people in Scotland and the UK • Knowledge Transfer Partnerships and Continuous Professional Development • Operational knowledge and understanding of funded skills contract requirements in Scotland. | |

Behaviours

| | | | Evidence A = Application I = Interview |
|------------------|--------------------|---|---|
| Essential | BE1 BE2 | <ul style="list-style-type: none"> • Professional integrity at all times • Highly developed self-management skills demonstrating the ability to work alone and as part of a team in a high-output capacity. • Demonstrable influencing, negotiation and closing skills • Ability to work to tight deadlines and to thrive in pressurised environments | |
| Desirable | BD1 BD2 | <ul style="list-style-type: none"> • Ability to motivate others to achieve shared goals • To communicate market intelligence to a wide range of identified stakeholders • Creative approach to problem solving, with a solution focused approach to targeting market needs | |

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| Created/Updated (mm/yy): | 02/24 |
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