

**Business Development Manager**

**Job Description & Person Specification**



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## **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 is set within an historic 16th century building and 125 acres of woodland and parkland in Midlothian, on the site of the original Abbey which dates back to the 12<sup>th</sup> century. The estate was placed in trust by the 11<sup>th</sup> Marquis of Lothian in 1937 to become an adult residential college – and the Newbattle Abbey College story began.

As one of Scotland's smallest colleges, Newbattle offers access to further and higher education, primarily in social sciences, rural skills and outdoor education. The College is also the national accreditation centre for two innovative awards: Forest and Outdoor Learning Awards and Adult Achievement Awards.

We receive core funding from the Scottish Funding Council as a specialist college, which currently amounts to around 42% of our annual income. The balance is generated through a portfolio of activities, including events, residential programmes and international partnerships. The College also manages the adjacent Business Park on behalf of Newbattle Abbey College Trust Ltd. The income from these activities is invested back into our infrastructure and curriculum to support our purpose.

## **Background**

The post of **Business Development Manager** is crucial 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 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, fundraising 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.

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. You will line-manage the newly introduced role of Marketing and Events Officer and work collaboratively across the whole College team.

## **Job Description**

### **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 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 aims. 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**

#### **Income Generation**

- 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.
- Work with the senior management team to develop fundraising activities and secure donations to support the College's work.

#### **Marketing and Events:**

- Identify the College's external audiences and provide specific marketing communications to facilitate engagement.
- Develop and implement effective business development and 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 Marketing and Event Officer and work closely with College managers to ensure events are planned and run efficiently, taking account of student activity and other operational considerations.
- Oversee the College website as a key business development and lead generation tool.

**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 and Events Officer

**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 and Senior Management Team.
- 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

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

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| <ul style="list-style-type: none"> <li>• A high degree of organisational and time management skills</li> <li>• Excellent communication, analytical and numeracy skills</li> <li>• Excellent planning and monitoring skills</li> </ul> |  |
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### Summary of Conditions of Service

**Post Title:** Business Development Manager

**Reporting to:** Director of Operations

**Location:** Newbattle Abbey College

**Term of Appointment:** Full-time (35 hours per week), permanent

**Remuneration:** £42,743-£45,718 per annum. Pay award pending.

**Pension Scheme:** Lothian Pension Fund Scheme

**Annual Leave Entitlement:** 45 days per annum (includes public holidays)