



JOB APPLICATION PACK BUSINESS DEVELOPMENT MANAGER



Thank you for your interest in the role of Business Development Manager. The Union of Kingston Students supports and represents over 16,000 students across four campuses.

UKS is a union that is in a period of significant organisational change. We recognise as a union that we have not delivered for our members for a number of years and we are committed to changing and getting that right. In the last 12 months, we have recruited a brand new Chief Executive, a brand new trustee board and made fundamental changes to the union's structure that will lead us to where we want to be over the next 5 years.

We are about to embark on an exciting plan to become the best SU in the country, one that is consistently representing all of our students and advocating for their rights throughout their university experience and one that is at the forefront of providing vibrant diverse communities that reflect our student population. At the moment, we are a union that is in transition and needs work and we are looking for people are up for the challenge. We have a very committed and talented staff team and an exciting new student leader team who are all excited by the journey and the challenges ahead.

We are looking for talented people who are excited by change, love working in a constantly vibrant and fast paced environment and who are committed to develop talented student leaders. If this is you, then please read on.



Business Development Manager

Salary £34,506 per annum + pension

The Role

We are seeking someone who will look to significantly change the way we generate additional income for the union. We are overly reliant on our university as one source of income and we are looking for someone who has the skills and knowledge to develop new and innovative revenue streams. This is a brand new role recently created and you will be responsible for leading a staff team who is responsible for all income generation activities such as sales and events, the way we communicate with our key stakeholders to ensure we are relevant and our brand new research and insight work to ensure we are always on trend across all areas of student life.

The role will be key in supporting and developing our four student officers within all areas of business development and will be vital to driving our new strategy. We are looking for an inspiring and innovative individual, who has a proven ability to build partnerships and communicate with a wide range of stakeholders. We are looking for someone with a sharp commercial eye who understands how to develop new and existing income streams, as well as someone who understands the challenging and exciting nature of a student led organization.

We are not looking for the most experienced person but some that understands about working within a fast paced, dynamic and exciting organization and understands what a vibrant and exciting student experience is for Kingston Students. We expect someone with excellent knowledge of themes and issues within Higher Education and students' unions and has the ability to coach and support key groups of volunteers, staff and student officers to achieve success.

More information

Application process is through the application form on www.kingstonstudents.net/jobs

Please submit the application form to Emily Taylor at E.Taylor@kingston.ac.uk.

Should you wish to discuss the role prior to application please contact Jamie Stratton at J.Stratton@kingston.ac.uk or 0208 4175000

Next Steps

Application Deadline: Monday 2nd September at 12pm

Interview will be W/c Monday 9th September at Penrhyn Road Campus



Job Description

Business Development Manager

Salary £34,506 per annum + pension

Accountable to: CEO

Responsible for: Sales and Events Coordinator, Engagement and Communication Coordinator, Research and Insight Coordinator

Job Purpose

- 1. Responsible for delivery within the business development team, and for the departments operational planning**
- 2. Responsible for the delivery of UKS's strategy within Business Development**
- 3. Line management of 3 staff within the business development team and provide departmental support for the 4 sabbatical officers**

Key Responsibilities

- 1. Responsible for delivery within the business development team, and for the departments operational planning**
 - Responsible for the delivery of all UKS existing income streams, including merchandise and TOTUM
 - Responsible for ensuring that UKS meets all income targets.
 - Responsible for the delivery of UKS's communication channels
 - Overall responsibility for the effective operation of the Union's brand, website, social media and design.
 - Generation and vetting of Union press releases.
 - To be responsible for the development of the corporate image and identity for the Students' Union and individual brands within the Union ensuring that all communication and marketing activity supports the brand and conforms to brand guidelines.
 - Responsible for the delivery of all commercial events that are run by UKS
 - Responsible for the delivery of all Freshers Week and Welcome Events run by UKS
 - Responsible for sourcing and developing new and innovative ways of generating income for UKS
 - Responsible for liaising with key stakeholders and partners in relation to income generation and business development.
 - Primary advisory and operational support for the sabbatical officers in relation to the delivery of key union projects that relate to business development
 - Responsible for all student staff and volunteers within business development.



- Responsible for supporting the development of UKS's enterprise provision alongside the Student Opportunities Manager.

2. Responsible for the delivery of UKS's strategy within Business Development

- Key involvement with the development of UKS's strategic plan and putting key evidence based ideas and improvements forward for projects and services relating to business development.
- Responsible for developing systems and processes that enable UKS to develop, review and set its long term strategy within business development
- Responsible for developing systems and process within business development.
- Responsible for the coordination and delivery of all research projects relating to business development.
- Liaise with all key stakeholders, including Union staff, university staff and external parties on all issues relating to business development.
- Manage the operational planning process for the business development team
- Responsible for the delivery of research papers and briefings in areas that are relevant to business development.

3. Line management of 3 staff within the business development team and provide departmental support for the 4 sabbatical officers

- Arrange, chair and keep a record of staff meetings within the Business Development department
- Manage and update regulations and procedures relating to the Business Development department
- Manage the Business Development departments budgets
- Manage the Business Development teams attendance at relevant events, training and conferences
- Arrange, conduct and keep records of all meetings with members of the business development team, including performance reviews, appraisals and investigations
- Manage the learning and development of the business development and provide guidance and support for the learning and development of the student officer team
- Provide guidance to all officers and staff on the best practice use of all media platforms available

Person Specification

CRITERIA	Requirement
QUALIFICATIONS	
Good general education, typically to the Higher/A level equivalent	Essential
University/College Degree	Desirable
EXPERIENCE	
Previous experience in a democratically led organisation	Desirable
Proven success managing medium-large groups of staff	Essential
Proven success managing medium-large budgets	Essential
Experience of managing through managers	Desirable
Experience of managing significant numbers of staff	Desirable
Proven experience of instigating change of a strategic nature	Essential
Demonstrable experience of working effectively on own initiative	Essential
Experience of managing large projects	Essential
Significant experience of generating income from a variety of sources	Essential
Proven experience of working in a sales or marketing based environment	Essential
Experience of managing and coordination of events	Desirable
Experience of working with financial systems and processes	Desirable
KNOWLEDGE	
High level understanding of current issues and themes in higher Education and Students' Unions	Essential
High level knowledge of current issues and themes in students unions	Essential
High level knowledge of students' unions in relation to relevant legislation: <ul style="list-style-type: none"> Charity Education Act Data protection 	Essential
<ul style="list-style-type: none"> Employment Company 	Desirable
ATTRIBUTES/SKILLS	
Able to understand working with a complex external organisation	Essential
Excellent coaching and mentoring skills	Essential
Proven ability to problem solve – particularly in situations requiring the candidate to influence others	Essential
Self-motivated and self-reliant	Essential
Skilled in utilising research and interpreting data	Essential
IT competent with a working understanding of Microsoft Office	Essential
Ability to formulate development plans for services and activities	Essential
Exceptional Interpersonal and Communication Skills (Written and Oral)	Essential



Able to create and maintain strong working relationships.	Essential
Able to lead, empower and engage others in shaping the future	Essential
Able to overcome hurdles and problems in a constructive manner	Essential
Excellent numeracy skills	Essential
VALUES AND ETHICS	
Desire to work within a democratic student led environment	Essential
Understanding and commitment to equal opportunities	Essential
Desire to work within organisation servicing a culturally diverse membership	Essential
Demonstrably high standards of personal integrity	Essential