



Title	Business Development Manager
Department	Business Development Office
Job Level	UNNC Scale A level 3
Job Family	Administrative, Professional, and Managerial
Contract Status	Full-time
Location	University of Nottingham Ningbo China
Hours of Work	Regular working hours, Monday to Friday
Responsible to	Senior Staff assigned by Director of Business Development

Purpose of role

The UNNC Business Development Office (BDO) acts as a single focal point for all matters related to marketing, client relationship management, and contract management of commercial business development activities.

The Business Development Manager role focuses primarily on working with faculties, CELE and relevant professional service departments to develop, market and manage programmes including but not limited to:

- Summer School programmes;
- Language training programmes;
- Pre-sessional and pathway programmes;
- Fee-paying non-degree training programmes for students from higher education (HE) and K-12 educational institutions.

Under the overall direction and strategy set by the Director of Business Development, the role holder will work closely with faculty leadership, academic delivery teams, and professional service departments such as Assurance, Procurement and Finance. The role holder will also collaborate with the UK and Malaysia campuses as appropriate.

	Main responsibilities (Primary accountabilities and responsibilities expected to fulfil the role)	% time per year
1	<p>B2C and B2B Business Development</p> <ul style="list-style-type: none"> • Align institutional resources with market needs and collaborate with faculties on full programme lifecycle: planning, designing and marketing. • Manage day-to-day operations and pipeline of B2C business development, including but not limited to UNNC Summer School. • Use, maintain and contribute to the improvement of BDO CRM system to manage pipeline and data related to B2C business development. • Work with Director and Senior Managers of BDO to identify and develop proposals for prospective B2B clients. 	40

	<ul style="list-style-type: none"> • Manage relationships with existing clients, supporting repeat and add-on business opportunities. 	
2	<p>Operational Management of UNNC Summer Training Resources</p> <ul style="list-style-type: none"> • Manage the allocation of teaching, accommodation and related operational resources for the entire summer period. • Work with partner departments within UNNC to ensure that space, resources and support for BDO programmes are appropriately planned and allocated. • Monitor operational issues arising from resource allocation and escalate complex matters where appropriate. 	20
3	<p>Marketing, Materials Design and Events</p> <ul style="list-style-type: none"> • Design and deliver marketing campaigns for B2B and B2C business development, ensuring messaging is consistent with university brand standards. • Manage the design, update and maintenance of departmental marketing materials and programme information. • Contribute to the planning and delivery of on-campus and off-campus events related to BDO programmes and strategic priorities. • Collect feedback and relevant market/client information from marketing and event activities to support future improvement. 	20
4	<p>Office Operational Management</p> <ul style="list-style-type: none"> • Apply BDO approval processes and support the effective use of the CRM system in business development activities. • Contribute to the review and improvement of BDO processes, systems, templates and workflows to enhance service quality, compliance, traceability and operational efficiency. • Support compliance with relevant legal, regulatory and university policy frameworks in assigned commercial activities. • Identify potential compliance, operational or reputational risks and escalate these where appropriate. 	15
5	<p>Others</p> <ul style="list-style-type: none"> • Participate in training and staff development events • Maintain appropriate professional development, expertise and awareness. • Undertake other tasks and responsibilities as may reasonably be required. 	5



Person specification

	Essential	Desirable
Skills	<ul style="list-style-type: none"> • Business development skills, with commercial awareness and the ability to support negotiation of commercial terms and conditions. • Skills in using social media platforms for online marketing and B2C recruitment. • Excellent written and spoken communication skills in both Mandarin Chinese and English. • Excellent presentation skills in both formal and informal settings. • Good time-management, planning and prioritisation skills. • Excellent interpersonal skills, with the ability to form and maintain strong and effective partnerships internally and externally. • A high degree of self-motivation and the ability to work effectively as a team player. • Ability to work effectively in an international and multi-cultural setting. 	<ul style="list-style-type: none"> • Skills in managing and developing teams and/or projects. • Marketing skills.
Knowledge and experience	<ul style="list-style-type: none"> • Experience of B2C and/or B2B business development in the commercial education, training, higher education or related service sector. • Experience of supporting the design and delivery of marketing materials or promotional activities for business development. • Experience of using CRM systems, client/student databases or other structured data management tools to support business development, 	<ul style="list-style-type: none"> • Working knowledge of the work and activities of other areas of the University relevant to their school/department/work unit. • Growing awareness of developments in higher education and external professional environment that impact on the role.



	<p>recruitment, reporting or follow-up activities.</p> <ul style="list-style-type: none">• Experience of working with external partners, agents, vendors or third-party recruitment channels.• Understanding of business environments in Chinese and international organisations.	
Qualifications, certification and training (relevant to role)	<ul style="list-style-type: none">• Bachelor's degree or above.	<ul style="list-style-type: none">• Qualification in a discipline that is relevant to business development or strategy• Master's degree
Statutory, legal or special requirements	<ul style="list-style-type: none">• Sound understanding of the relevant professional, legal and regulatory requirements of own field of work.	



Expectations and behaviours

The University has developed a clear set of core expectations and behaviours that our people should be demonstrating in their work, and as ambassadors of the University's strategy, vision and values. The following are essential to the role:

- Valuing people** Is friendly, engaging and receptive, putting others at ease. Actively listens to others and goes out of way to ensure people feel valued, developed and supported.
- Taking ownership** Is clear on what needs to be done encouraging others to take ownership. Takes action when required, being mindful of important aspects such as Health & Safety, Equality, Diversity & Inclusion, and other considerations.
- Forward thinking** Drives the development, sharing and implementation of new ideas and improvements to support strategic objectives. Engages others in the improvement process.
- Professional pride** Is professional in approach and style, setting an example to others; strives to demonstrate excellence through development of self, others and effective working practices.
- Always inclusive** Builds effective working relationships, recognising and including the contribution of others; promotes inclusion and inclusive practices within own work area.

Key relationships with others

