University of Sunderland
Role Profile
Part 1

Business Relationship Advisor

This post is part funded by the European Social Fund

Job Title:	Business Relationship Advisor
Reference No:	0134-19
Reports to:	Lead Business Relationship Advisor
Responsible For:	
Grade:	Grade D
Working Hours:	37 hours per week
Faculty/Service:	Enterprise & Innovation
Location:	MTC Training – The Industry Centre
Main Purpose of Role:	To grow MTCs ESF training provision through widening the client base and increasing sales with existing clients, by Identifying and developing relationships that will benefit potential ESF participants.

Key Responsibilities and Accountabilities:	- To be responsible for developing the MTC brand as the ESF training provider of choice within the North East. - To be accountable for the achievement of agreed ESF targets. Including targets regarding the maintenance and expansion of the client portfolio. - To communicate sales activity and performance, internally to MTC and wider dissemination throughout the department as required. In addition all activity to be summarised quarterly for reporting to MTC Management providing accurate and up to date statistical reporting. - Contribute actively to the achievement of an innovative, customer-centric and highly proactive culture. - To take responsibility for outbound ESF sales. To include proactive telephone sales, visiting client premises and networking effectively to produce sales leads. - To prepare and present professional ESF sales proposals for new and existing clients. - To take the lead in ESF sales and marketing campaigns including their generation, execution and monitoring of their effectiveness. - To contribute to the design of ESF marketing information and sales campaigns. - To identify and attend networking events and assess the effectiveness for future attendance. - To oversee the use and effectiveness of marketing, including social media. - To liaise with colleagues to assess and identify appropriate solutions to client ESF needs - To contribute ESF sales and marketing input to regular staff meeting - To oversee the inbound ESF sales queries. Effectively liaising with colleagues - To ensure sales systems are accurately maintained. Help identify improvements in business processes and systems to drive efficiency and effectiveness in relationship management - To undertake ESF marketing projects to support the Sales function. Including developing a series of ESF MTC hosted and branded events. As well as maintaining presence at University of Sunderland hosted events. - To undertake other duties, commensurate with the grade of role, as required by the MTC Commercial Manager.
Special Circumstances:	Flexibility in relation to working arrangements is essential. Occasional out of hours working may be required as the role holder may be expected to work additional hours at peak times of the year. Annual leave may be restricted to certain times of the year. The role holder may be required to travel outside of the region. The role holder must be independently mobile.

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Role Profile

Part 2

Part 2A: Essential and Desirable Criteria

Essential

Qualifications and Professional Memberships:
- Relevant professional qualification or substantial sales and marketing experience
- Educated to GCSE level, including English Language and Mathematics grade C or above or equivalent

Knowledge and Experience:
- Experience of account management in a commercial environment
- Proven track record and evidence of sales achievement against targets and managing projects with delivery of key objectives
- Proven track record of building productive relationships with both internal and external stakeholders
- Experienced in delivering and developing stakeholder engagement strategies
- Knowledge of the IT training field and market competition
- Practical working knowledge of sales and marketing techniques
- Proficient use of Microsoft packages
- Excellent communication skills, both verbal and written
- Ability to work on own initiative and to meet deadlines
- Shares learning and experience with others
- Engages in updating of knowledge and training activities
- Valid UK Driving License and access to a vehicle to be used for business purposes

Desirable

Knowledge and Experience:
- Business or Marketing related degree
- Knowledge of client/contact management systems
- Familiarity with current vendor certification programmes such as MCSA and CCNA
- Familiarity with current methodologies such as Prince2 and SCRUM

Part 2B: Key Competencies

Competencies are assessed at the interview/selection testing stage	**Analysis and Research** • Establishes basic facts by carrying out appropriate enquiries • Produces full and accurate reports • Identifies and uses a range of sources and types of data • Produces reports that combine different types of data • Designs and uses data gathering and analytical methods appropriate for each investigation • Recognises and accurately interprets patterns and trends • Recognises when additional data is required and identifies appropriate sources • Produces reports that identify key issues and findings
	Communication **Oral Communication** • Summarises and interprets complex, conceptual and special matters to aid others' understanding and aimed at their needs • Uses appropriate styles and arguments to influence and negotiate satisfactory outcomes • Monitors understanding of others, develops approach and takes corrective action if required **Written Communication** • Anticipates the others' needs for information • Adjusts the level of content to suit audiences with varying levels of understanding and ability • Provides information in a suitable format so that the others' needs are met • Uses a range of different formats, chosen to the diverse needs and ensure understanding
	Decision Making **Independent Decisions** • Considers wider impact of decisions, assesses possible outcomes and their likelihood • Uses judgement to make decisions with limited or ambiguous data and takes account of multiple factors • Distinguishes between the need to make a decision, when to defer and when not to take a decision **Collaborative Decisions** • Helps others to explore options that initially appear to be inappropriate or unfeasible and recognise when a decision is or is not needed • Enables others to contribute to decisions • Ensures that options are weighed, outcomes identified and chances of success considered • Challenges decisions, appropriately to ensure consideration and processes are robust **Provision of Advice** • Anticipates and highlights issues that need to be taken into account • Outlines possible impacting factors, assessing their degree of influence on the choice of options • Ensures previous learning is included

Initiative & Problem Solving

- Solves standard, predictable problems in accordance with procedures and precedent
- Adapts approaches to produce suitable and acceptable solutions
- Analyses problems to identify their cause
- Takes action to prevent recurrence of problems
- Considers possible solutions to identify those which offer wider benefit
- Obtains evidence to support intuition

Liaison and Networking
Liaison

- Ensures that accurate information is passed on to the most appropriate people in a timely fashion to improve working practices
- Co-ordinates own effort with that of others so the work is completed effectively in line with team objectives
- Promotes a positive image of the Institution

Participation in networks

- Works across team boundaries to build and strengthen working relationships
- Shares information and ideas to help others develop their practice
- Is involved in networks to pursue a shared interest as a requirement of the role

Building Internal networks

- Actively seeks to build productive and enduring relationships between teams to strengthen working relationships and foster collaboration
- Leads and develops internal networks to pursue a shared interest and influence events or decisions

Building External networks

- Leads and builds role related external networks to enhance the work of the Institution
- Actively seeks to build productive relationships between external bodies to benefit the Institution

Planning and Organising Resources

- Suggests ways of improving working practice and use of resources
- Creates realistic plans to achieve own deadlines and objectives
- Monitors progress of self and or others so that corrective action can be taken if needed
- Actively seeks information to support planning and prioritisation of work
- Ensures that time and resources are used effectively to their maximum efficiency
- Checks and reports on progress and achievement against plans to key parties
- Develops plans to take account of problems, delays and new priorities

Service Delivery

- Has accurate and up to date knowledge of services available in own and related areas of work
- Correctly refers customers elsewhere where appropriate
- Ensures that the experience of each customer is positive and satisfactory

	• Adapts services and systems to meet customers' needs and identifies ways of improving standards • Learns from complaints and takes action to resolve them, and prevent future occurrences. • Collates feedback and views from customers and keeps up-to-date with market trends to inform service development and make changes • Actively promotes services
Date Completed:	August 2018