
University of Sunderland

Role Profile

Part 1

lifechanging



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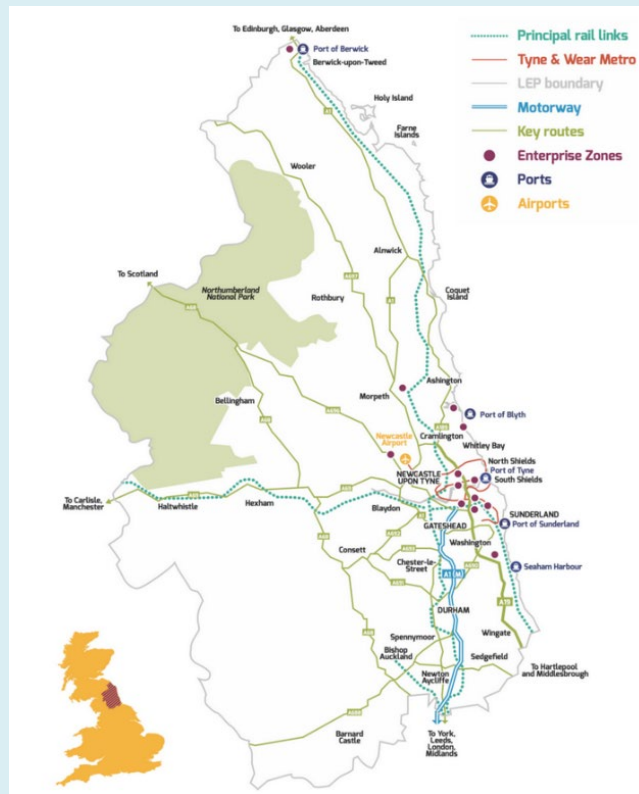
Business Development Executive SAM Project

Job Title:	Business Development Executive Sustainable Advanced Manufacturing Project
Reference No:	0075-19
Reports to:	Head of AMAP
Responsible For:	
Grade:	Grade E
Working Hours:	37 hours per week
Faculty/Service:	Faculty of Technology
Location:	The Industry Centre, University of Sunderland
Main Purpose of Role:	<p>To be responsible for the attainment of a significant pipeline of companies and projects available for the delivery team.</p> <p>To ensure the promotion and marketing of the SAM project ensuring a significant market presence throughout the project duration.</p>
Key Responsibilities and Accountabilities:	<ul style="list-style-type: none">• To support the marketing of the project (in line with ERDF requirements) through events, case studies and press / social media.• To liaise with SMEs, from enquiry through to service delivery, to engender excellent customer relationships, ongoing client care, support and servicing of their needs and create a collaborative and inclusive culture of engagement within the SAM project.• To have input into marketing activities involved in running the SAM project, to ensuring expenditure and SME match funding targets are met.• To support the development of new reach-out opportunities for SAM, including the recruitment of new SME beneficiaries, knowledge transfer and collaborative projects beyond the life of the ERDF funded SAM project.• To support the promotion of the SAM Collaborative Project Fund Calls to SMEs, encouraging consortia-based bids where appropriate, matching the project Underpinning Technologies Research Team's capabilities to SMEs' needs, and supporting the monitoring of the resultant projects to ensure that the achievement of ERDF outputs is evidenced.• To support the promotion of the SAM Knowledge Transfer Team's services that provide active support on specific innovation subjects to beneficiary SMEs, particularly on their short to medium term innovation needs, and supporting the monitoring of the resultant projects to ensure that the achievement of ERDF outputs is evidenced.• To carry out any other tasks reasonably allocated by the Project Management.

Special Circumstances:

The role will involve travel to SME premises and those of key stakeholder Organisations.

The SAM Project covers the North East LEP regions:



Due to the wide geographical area one Business Development Executive will cover the North of region (North of Tyne to Borders) and one will cover the South of Region (South of Tyne including County Durham) with some flexibility required between both positions depending on client workload.

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Role Profile

Part 2

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Part 2A: Essential and Desirable Criteria

Essential

Qualifications and Professional Memberships:

- Degree in relevant subject, or relevant and equivalent experience.

Knowledge and Experience:

- An understanding of ERDF funded projects.
- A broad working knowledge of the innovation needs of manufacturing SME's and a clear understanding of the services and support required to support these needs.
- Knowledge of the regional and local innovation support organisations.
- Experience of business development and promotion, ideally, of a significant SME programme.
- Analysis, interpretation, and reporting on data.
- Working both independently and as part of a team.
- Reporting on financial information.
- Drawing on professional/specialist knowledge to solve presenting problems.

Desirable

Qualifications and Professional Memberships:

- Post-graduate management/professional qualification.

Knowledge and Experience:

- Ability to design internal and external marketing initiatives.
- Experience of similar work in a Research establishment.

Part 2B: Key Competencies

Competencies are assessed at the interview/selection testing stage

Oral Communication

The role holder is required to, understand and convey straightforward information in a clear and accurate manner, and to understand and convey information which needs careful explanation or interpretation to help others understand, taking into account what to communicate and how best to convey the information to others. The role holder is required to, understand and convey complex conceptual ideas or complex information which may be highly detailed, technical or specialist.

Written Communication or Electronic Communication and Visual Media

Occasionally is required to, understand and convey straightforward information in a clear and accurate manner, and to understand and convey information which needs careful explanation or interpretation to help others understand, taking into account what to communicate and how best to convey the information to others. The role holder is required to, understand and convey complex conceptual ideas or complex information which may be highly detailed, technical or specialist.

Teamwork and Motivation

The role holder is required to be supportive and encouraging of others in a team; help to build co-operation by setting an example and showing a flexible approach to delivering team results; contribute to building team morale as an active participant in the team.

Liaison and Networking

The role holder is required to carry out standard day-to-day liaison using existing procedures in order to build a reputation; market the institution; advance the profession or subject; influence external developments; generate benefits for the organisation as a whole. The role holder is required to participate in networks within the organisation or externally in order to build a reputation; market the institution; advance the profession or subject; influence external developments; generate benefits for the organisation as a whole. Not a requirement of the role to initiate, develop or lead internal networks. Not a requirement of the role to initiate, develop or lead networks which are external to the institution.

Service Delivery

The role holder is required to deal with internal or external contacts where the service is usually initiated by the role holder, working within the organisation's overall procedures or policies OR proactively seek to explore and understand customers' needs; adapt the service accordingly to ensure the usefulness or appropriateness and quality of service (content, time, accuracy, level of information, cost).

Decision making Processes and Outcomes

The role holder is required to take independent decisions that have a significant impact. The role holder is required to be party to some collaborative decisions; work with others to reach an optimal conclusion that have a significant impact. The role holder is required to provide advice or input to contribute to the decision-making of others that has a significant impact.

Planning and Organising Resources

The role holder is required to plan, prioritise and organise the work or resources of self and others within own area on a daily, weekly or monthly basis; plan and manage small projects, ensuring the effective use of resources; receive information from and provide information to others to complete their planning; monitor progress against the plan.

Date Completed:

May 2022