

NCUK

THE UNIVERSITY CONSORTIUM

Business Development Manager

Candidate Information Pack

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ADVERT AND HOW TO APPLY

Role: Business Development Manager

Salary: up to 25,000 RMB per month, depending on experience

Location: Mainland China, preferably Beijing, with proof of right to work – please note, we are unable to provide sponsorship for a work visa.

Contract: Permanent

Hours: 37 per week

A bit about us

Here at NCUK, we consider ourselves a unique organisation. A consortium of leading international universities, NCUK is an international organisation, and we provide overseas students with guaranteed access to universities through our pathway qualifications. More than 50,000 students have successfully progressed to NCUK Universities worldwide by completing our qualifications. Our qualifications combine the highest of academic standards with exceptional language, study and cultural skills, and are currently delivered in more than 30 different countries across four continents. NCUK is a trading subsidiary of the Northern Consortium, a registered educational charity.

What we're looking for

We have an exciting opportunity for a highly motivated, customer-focussed individual to join NCUK as Business Development Manager.

This role will be responsible for managing the Business Development (China) function within NCUK to meet or exceed company goals for profitable revenue growth. The post holder will identify, qualify and develop new opportunities for growth for NCUK in the allocated regions/countries.

For further information on the responsibilities of the role, please refer to the job description and person specification on Page 7 & 8.

What we offer



How to apply

Please click 'Apply' & submit your CV with a short covering letter highlighting how your experience and skills meet the requirements of the job description/person specification. Your CV should be in Microsoft Word or PDF Format.

If you have any further questions before applying, please send an email to vacancies@ncuk.ac.uk.

At NCUK, we value diversity and the importance of an inclusive workplace. We strongly encourage applications from individuals with diverse backgrounds, including people with disabilities, women, young people, ethnically diverse people, Veterans and serving British regular or reserve Armed Forces Personnel and the LGBTQ+ community.

If you require any reasonable adjustments to participate in the recruitment process, please let us know, and we will be happy to accommodate your needs.

We encourage candidates to apply regardless of if you meet all aspects of the job description. We believe in the potential of individuals with varied backgrounds and experiences - your unique skills and perspectives could be a valuable addition to our team!

The closing date for applications will be **22 July 2024**.

The interview process will be:

- First stage will be a competency based interview via MS Teams
- If successful at the first stage, you will then be invited to an informal meeting via MS Teams

Apply today and be a part of our mission to deliver exceptional university pathway programmes!

Please note, we reserve the right to close this vacancy early if we receive sufficient applications for the role. Therefore, if you are interested, please submit your application as early as possible.

What we do

NCUK develops and maintains academic qualifications that prepare students for entry to university. The company also provides university application support services which assists NCUK students in progressing to university following the completion of their course.

NCUK licences delivery of its academic qualifications to Delivery Partners, and we currently have 100+ Delivery Partners across 30+ countries. NCUK's Delivery Partners have an average of around 30 students and our largest partnership, the Sino British College (SBC) in Shanghai, has over 1500 students registered on NCUK qualifications.

Academic Qualifications

NCUK currently offers the following qualifications:

- The NCUK International Foundation Year (IFY) is a modular qualification that prepares students for first-year entry to a wide range of bachelor degree courses. Students take a combination of three modules appropriate for their intended degree course and one of NCUK English for Academic Purposes for proof of English where needed.
- The NCUK International Year One (IYOne) in Business, Engineering and Law are first-year undergraduate degree level equivalent qualifications that articulate into the second year of selected undergraduate degree courses at NCUK Universities. The IYOne can be combined with the IFY to form a 2+2 study programme.
- The NCUK International Year Two (IYTwo) in Business is a second-year undergraduate level equivalent qualification that articulates into the third year of Business undergraduate degree courses at select NCUK Universities. The IYTwo in Business can be combined with the IFY and IYOne to form a 3+1 study programme.
- The NCUK Master's Programme (MP) provides specialised English for Academic Purposes (EAP) training and an introduction to the research skills needed for success at Masters level.

NCUK Universities

NCUK has developed partnerships with a 50+ universities worldwide, including the original 10 founder members of the Northern Consortium as well as additional universities in the UK, Australia, New Zealand, Canada, the USA, the Caribbean and Malaysia. These partner universities are the primary progression destinations for students completing NCUK qualifications.

NCUK Staff

NCUK employs approximately 70 permanent staff and buys in services from around 75 external contractors, particularly for academic development and examination activities.

Most of the staff are based in the UK, predominantly in Manchester, with a small team based in a representative office in Beijing, China as well as other members of staff being situated in various locations in the Asia region.

Our Vision

To be the outstanding provider of university pathway programmes and placement services.

Our Mission

NCUK provides the highest quality university pathway programmes and placement support to our business partners and a well-qualified, diverse supply of students to our university partners.

Our Values

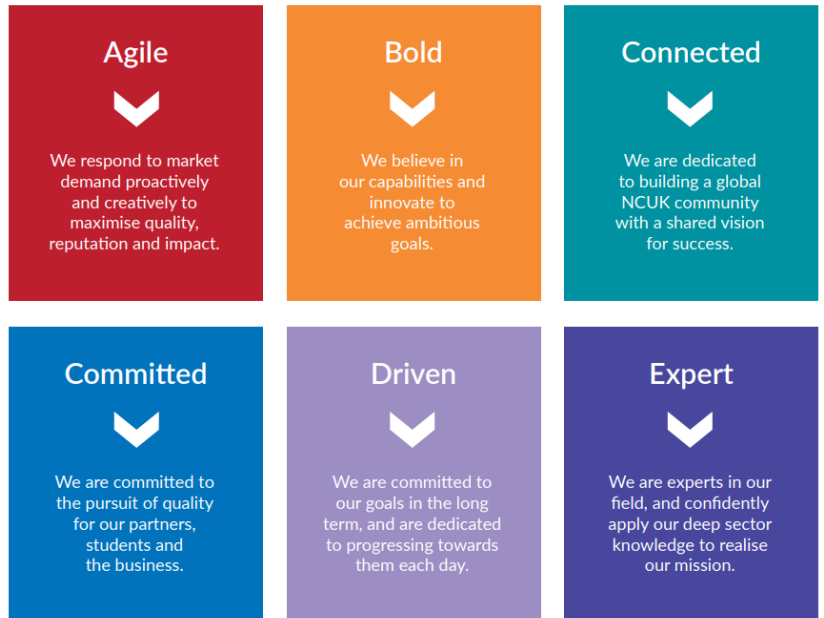
Our values underpin our organisation and our people.

They are a part of who we are and how we work – both individually and as a company.

Through our values we give our customers the best levels of service and the best experiences.

They enhance our working lives and we actively promote these across the business.

We all hold each other to account and have a responsibility to support each other in promoting and demonstrating these values every day.



JOB TITLE	Business Development Manager
DEPARTMENT	Business Development
REPORTS TO	Regional Director, China
FUNCTIONAL/ REGIONAL RESPONSIBILITY	China
LOCATION	Hybrid
DIRECT REPORTS	None

JOB PURPOSE

Responsible for managing the Business Development (China) function within NCUK to meet or exceed company goals for profitable revenue growth.

- To identify, qualify and develop new opportunities for growth for NCUK in the allocated regions/countries.
- To work with colleagues across Directorates to support existing Study Centres with the objective of increasing student enrolments and conversions to NCUK partner university.

KEY RESPONSIBILITIES & ACCOUNTABILITIES

1	To manage business development and account management activity within your allocated region/work stream and to work collaboratively across all regions and/or strategic project work streams to ensure the sharing of best practice across the NCUK network, taking responsibility as the lead.
2	To identify prospects, leading to the development of new NCUK Study Centres in strategic locations and in line with the Strategic Plan. To ensure that such prospects will deliver a variety of NCUK programmes to achieve NCUK objectives and recruitment and placement targets with a focus on pathway provision. To build and enhance relationships with existing clients in an attempt to increase their current expenditure and product portfolio
3	To support the Regional Director with the development of in-country degree delivery opportunities, ensuring any pathway partners with aspirations to grow are suitably advised of the opportunities
4	To lead and work closely with NCUK functional teams to ensure a thorough onboarding process for new Study Centre partners.
5	To provide input on potential partners and products to inform discussions with NCUK’s owner universities regarding potential partners, business locations and products and to take part in formal and ad hoc groups/meetings that draw on the expertise and experience of NCUK universities. The post holder will also facilitate and take part in formal and ad hoc meetings with owner universities, particularly during visits to the region
6	To prepare relevant market plans to contribute towards NCUK’s strategic planning process and submit progress and forecast reports as required, ensuring all data is accurate.
7	To be working with the Marketing Team to ensure all marketing materials are updated and ready to be used for sales related activities.

JOB DESCRIPTION

8	To work with Regional Director and Client Success Manager to identify any new business opportunities such as British Chamber, BC event etc
9	To lead on the planning of events including representing NCUK and supporting the Regional Director as required, including an engaging approach to students recruitment.
10	To lead monitoring and reporting to the Regional Director and Head of Marketing on future planning and performance outcomes.
11	To ensure the Business Development team develop appropriate collateral, (including writing/sourcing second language copy where appropriate), translating, collecting testimonials etc
12	To liaise with Business Development colleagues on behalf of the CEO and NCUK Directors, visit arrangements for senior delegations/visitors to/from China, including advising on cultural issues.
13	To engage with and develop relevant relationships with external stakeholders such as authorities, sponsorship organisations or Consulate/Visa section, and the British Council. To develop and maintain a network of contacts to support the needs of the business
14	To support NCUK's programme development in the identification and creation of new academic programmes for the market, including (where required) undertaking consultation with Study Centres and providing (or coordinating) advice on qualifications and educational structure
15	To work within the allocated budget, planning events and activity to ensure targets are met/exceeded
16	To undertake any other duties commensurate with the status of the post, as deemed necessary by the Regional Director
17	To work with the legal team to prepare new contracts, change controls for business partners

QUALIFICATIONS	ESSENTIAL (✓)	DESIRABLE (✓)
Educated to degree level or equivalent qualification	✓	
Marketing or Sales Management qualification or equivalent		✓
EXPERIENCE	ESSENTIAL (✓)	DESIRABLE (✓)
Extensive experience of business development	✓	
Project Management Experience	✓	
Experience of working within international higher education		✓
Experience of working with pathway programmes		✓
Customer Relationship Experience (working with international students and their parents*)		✓
SKILLS & KNOWLEDGE	ESSENTIAL (✓)	DESIRABLE (✓)
Commercial knowledge to analyse market data and identify new opportunities		✓
Expertise at collating, analysing and disseminating market information, including statistical data	✓	
Ability to recognise/identify and develop potential business opportunities		✓
Awareness of competitor activities in international higher education		✓
Good numerical skills to understand budgets, pricing proposals and profit margins	✓	
Understanding of the British Higher Education system	✓	
Excellent interpersonal skills, including sensitivity to different cultures and the confidence of giving presentations to large audiences	✓	
Creative approach to problem-solving, and market development challenges and opportunities	✓	
Market Analysis & Research skills and database management skills		✓
Fluency in English	✓	
PERSONAL QUALITIES OR STYLE	ESSENTIAL (✓)	DESIRABLE (✓)
Ability to build strong relationships and demonstrate cross cultural awareness and understanding across a commercial, private sector and academic environment	✓	
Open to travelling within the UK & abroad and a flexible approach to working weekends and bank holidays when necessary	✓	
Creative with an entrepreneurial flair, enthusiastic and committed with high ethical standards and a positive attitude	✓	

PERSON SPECIFICATION

Your job description does not define or limit your duties and you may be required to carry out other work within your abilities, either for your professional development or the needs of the business.

Review Arrangements

Over time the nature of the job may change. Consequently, NCUK will expect to revise this job description from time to time and will consult with the job holder at the appropriate time.