

Business Development Officer – Research and Knowledge Exchange Service – Grade G

Job Description

Purpose

To drive the growth and visibility of the University of Lancashire's portfolio through strategic employer engagement, targeted learner recruitment, and the development of meaningful partnerships. This includes promoting and expanding participation in Degree Apprenticeships, Continuous Professional Development (CPD) programmes, Knowledge Transfer Partnerships (KTPs), and Research collaborations.

The postholder will play an important role in strengthening the University's relationships with employers, industry partners, and professional networks, translating workforce and innovation needs into collaborative opportunities. Working closely with academic colleagues, they will combine business insight with sector knowledge to support curriculum development, enhance employer engagement, and contribute to the University's strategy.

Duties

1. Proactively identify and develop relationships with employers through research, direct engagement, and participation in sector events, positioning the University of Lancashire as a partner of choice for skills development, innovation, and research collaboration.
2. Drive opportunities presented through the EEU Enquiries Team, converting key product leads into business engagement.
3. Assess and interpret workforce, innovation, and business needs within industries, translating these insights into tailored solutions through university programmes and collaborative opportunities.
4. Lead targeted recruitment activity for Degree Apprenticeships, engaging both employers and prospective learners.
5. Generate apprenticeship vacancies by engaging employers and promoting the Apprenticeship Matching Service (AMS) as a trusted recruitment partner, showcasing the University's ability to identify, match, and place candidates aligned with business needs.
6. Collaborate with academic colleagues to align programme delivery with current and emerging industry priorities, ensuring that the University's offer remains agile, innovative, and industry relevant.
7. Contribute to the design, promotion, and delivery of bespoke CPD opportunities ensuring content remains relevant and reflective of evolving sector demands.

8. Engage strategically with employers and partners to identify, scope, and secure Knowledge Transfer Partnerships (KTPs) and Research collaborations.
9. Design and deliver targeted marketing and promotional strategies encompassing digital campaigns, case studies, and sector communications to enhance visibility and employer awareness of the University's expertise.
10. Represent the University at industry events, employer forums, skills summits, and conferences, promoting the University's innovation, research, and partnership capabilities.
11. Collate, analyse, and interpret market intelligence, skills data, and emerging trends to inform strategic decision-making and support curriculum enhancement and partnership planning.
12. Maintain comprehensive and accurate records of employer engagement, partnership pipelines, and performance metrics through the University's CRM system.
13. Work collaboratively across the Enterprise & Engagement Unit and the wider University to share sector intelligence, coordinate activity, and leverage cross-disciplinary opportunities for growth.
14. Contribute to the expansion of the University's portfolio by nurturing long-term relationships, identifying new partnership opportunities, and supporting innovation and excellence in all areas of engagement.
15. Undertake any other duties commensurate with the role and grade as agreed with the Head of Enterprise & Engagement.

Person Specification

Knowledge, Skills, and Behaviours (Essential)

- Proven experience in business development, account management, sales and/or marketing across public, private, or not-for-profit sectors, coupled with a strong customer service ethos and an external client focus (Application/Interview).
- Excellent communication, interpersonal, and presentation skills, with experience of engaging and influencing multiple stakeholders to deliver business growth, partnership development, or learner recruitment outcomes (Application/Interview).
- Experience of developing employer relationships to support skills development or innovation (Application/Interview).
- Experience in developing and implementing marketing or promotional strategies that drive engagement and participation (Application/Interview).
- Experience of data management and processing (Application/Interview).

- Undergraduate Degree or equivalent experiential learning (Application).
- Strong organisational and project management skills with a proven ability to plan, organise and deliver activities to achieve recruitment and engagement outcomes to tight deadlines. (Application/Interview).
- Ability to research, organise, analyse and present market intelligence information both verbally and in the form of reports and statistical information to support curriculum development, marketing campaigns and sector growth opportunities (Application/Interview).
- Excellent digital literacy and IT proficiency, including CRM systems and Microsoft Office packages (Application/Interview).
- The ability to work independently, applying sound judgment and initiative, while also contributing effectively within a team environment to achieve shared goals (Application/Interview).
- Flexible approach to work, including occasional evening or event-based activity (Interview).
- Demonstrable commitment to the University's Values Achieving together, Being Proud, supporting all and Creating Opportunity as a framework for decisions, actions and behaviours (Application/Interview).

Knowledge, Skills, and Behaviours (Desirable)

- Experience in promoting or managing Degree Apprenticeships, CPD Programmes, Knowledge Transfer Partnerships (KTPs), or Research collaborations (Application/Interview).
- Recent experience of market research and the linked development of promotional campaigns (Application/Interview).
- Experience of working in Higher Education (Application/Interview).
- Marketing or Business qualification (Application).
- IT skills: E-portfolio and Learner management systems (Application/Interview).
- Experience of using digital and social media platforms for business engagement and promotion (Application/Interview).