

Job Description: Business Development Manager

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| <u>Post title and post number</u> | <u>Business Development Manager</u> |
| <u>College/Budget Centre</u> | <u>College of Medicine and Health</u> |
| <u>School/Department</u> | <u>Clinical Immunology Services</u> |
| <u>Full time/Part time</u> | <u>Full time</u> |
| <u>Duration of the Post</u> | <u>Permanent</u> |
| <u>Salary</u> | |
| <u>Additional information</u> | |
| <u>Terms and Conditions</u> | <u>Administrative and Other Related Academic staff</u> |
| <u>Closing Date</u> | |
| <u>Job Family Framework</u> | <u>Managerial</u> |
| <u>Grade</u> | <u>Grade 8</u> |

Background

The University of Birmingham is a global institution working within a diverse and vibrant City, offering an inspiring education to our students, and undertaking critically important research. We are a place of open, critical thinking, and the creation, sharing and dissemination of knowledge. Professional Services put students at the heart of all they do and enable an exceptional educational experience. They provide outstanding support to our researchers and help the University to grow its influence regionally, nationally, and globally. They ensure the University's resources are used wisely, manage and improve the infrastructure which sits at the heart of the institution, and support decisions to be made quickly and based on sound evidence. Our Birmingham Professional programme operates across the University, supporting colleagues to network and collaborate, offering opportunities to learn and develop, contributing to the delivery of the University's objectives, and helping everyone to understand the broader context within which we work.

Department overview

The University of Birmingham Clinical Immunology Services (CIS) offers an extensive range of tests for the immunological evaluation of patients, ensuring the highest quality of service with prompt and accurate results, supported by specialist medical and scientific expertise.

We are dedicated to training the next generation of academic and clinical scientists, shaping the future workforce. As an ISO 15189 UKAS-accredited provider of immunodiagnostic and blood cancer services, we also engage in clinical trials and bespoke research projects. Uniquely positioned within an academic institution, CIS leverages this advantage to deliver cutting-edge translational research focused on immunodeficiency and immunogenicity, blood cancer, and the development of novel immunodiagnostic tests.

Role Summary

The Business Development Manager will be responsible for driving commercial strategy, business development, and procurement. This role focuses on identifying new income streams, identifying and fostering commercial partnerships, and ensuring effective procurement and contract development to enhance the laboratories financial sustainability and market positioning.

Main duties

Market Analysis and Strategic Positioning

- Contribute to review and regular refinement of the CIS Strategic Business Plan. Conduct market research to identify trends, competitor activities, and emerging opportunities to enhance the service offerings and positioning within the healthcare and academic sectors.
- Key input into value proposition development through securing clear, quantifiable direct market insights.

Business Development and Income Generation

- Aligning with the CIS Strategic Business Plan and value propositions, identify and develop opportunities for commercial partnerships, consultancy services, and external funding (e.g., grants, industry collaborations) to expand revenue streams, developing strong and trusted relationships with key stakeholders within the CIS and partner organisations.

Commercialisation Opportunities

- Explore and implement strategies to commercialise lab services, including developing fee-for-service models, intellectual property (IP) exploitation, and spin-out ventures where applicable.

Stakeholder and Industry Engagement

- Build relationships with NHS bodies, academic institutions, and industry partners to develop collaborative projects, drive innovation, and ensure alignment with institutional goals.

Contract and Procurement Management

- Oversee procurement processes, negotiate contracts, and manage vendor relationships in accordance with NHS and University policies, ensuring efficiency and compliance.
- Complete bid planning documents, such as summaries, project plans, and gap analysis.
- Negotiate royalties as part of licensing of IP, products (chiefly diagnostic test products) and processes to third parties.

Other

- Actively manages equality, diversity and inclusion through monitoring and evaluation and actively challenging unacceptable behaviour.
- Supports the University's sustainability agenda through resource efficient working.
- Any other duties commensurate with the grade.

Required Knowledge, Skills, Qualifications, Experience

- Educated to Degree level (or equivalent qualifications) *plus* significant relevant hands-on business development experience, ideally within biochemical immunology or otherwise within clinical diagnostics/medical technology. Where no equivalent qualification is held, substantial practical relevant experience and expertise in a series of progressively more demanding roles will be required.
- Proven business development/sales skills and client relationship management experience.
- Experience of planning and organising a comprehensive pipeline of opportunities to meet stretching targets for income.

- Experience of identifying and capitalising on business opportunities; developing business cases, gaining buy in from stakeholders and overseeing implementation.
 - Proven experience of managing own workload and meeting deadlines.
 - Proven ability and track record of achieving targets, milestones and contracted outputs.
 - Excellent communication skills, with the ability to write clearly for a variety of audiences, and to produce and analyse source material, information and data.
 - Track record of customer-focused service promotion, business development and client relationship building.
 - Ability to identify and understand the priorities of stakeholders.
 - Solutions-focused approach.
 - IT skills commensurate with the grade and requirements of the role (incl. presentation software and MS office applications).
 - Experience of supporting Equality, Diversity and Inclusion within own organisation and with partners.
 - Ability to monitor and evaluate the extent to which equality and diversity legislation, policies, procedures are applied.
 - Ability to identify issues with the potential to impact on protected groups and take appropriate action.
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Role context

Roles at this level provide authoritative professional advice across a range of activities and/or will lead and manage diverse team(s) and resources, including building cohesive and trusted relationships with senior people within partner organisations. You will use your professional skills to resolve problems where the solution is not immediately apparent. Significant evaluation and independent thought is therefore required to resolve ambiguity. You will have wide discretion to decide on direction whilst ensuring activities are broadly consistent with operational policies. You will be able to influence policy through advising on the impact of policy change and implementation in your area of work. You will need to assess the impact of your activities across your area, with related areas and to ensure they fit with the broader objectives of the University.

Core competencies/transferable skills

Working at this level you will be able to develop and successfully use the following core competencies/transferable skills in each of the areas shown below. You will be expected to take ownership for getting things done, including calling on or joining others to assist. You will be expected to be flexible as required in supporting your department and wider University.

Planning and organising

- provide professional expertise, and manage resources and/or a diverse team;
- integrate and co-ordinate work across different parts of the department/university and with partners;
- lead and manage staff who are likely to be carrying out diverse duties, and ensure collaborative working to deliver a successful service;
- project manage activities to facilitate major changes;
- develop policy within functional guidelines, and contribute to strategic development within own area;
- be accountable for the quality and professionalism of service delivery, with an appreciation of longer term issues.

Problem solving and decision making

- anticipate, interpret and assess customer needs, identifying trends, generating

original ideas and testing innovative solutions;

- deal with significant people management issues such as change programmes;
- resolve issues which may not have arisen before through use of experience and judgement.

Organisational understanding

- has an excellent understanding of their own working area and a broad understanding of the contribution other areas make to the success of the University;
- has an excellent understanding of how the University operates, together with an understanding of how academia operates in the UK;
- demonstrates empathy with the academic endeavour and seeks to encourage others to do so.

Relationships and communication

- use coaching skills to motivate and develop staff;
- influence others (including across the University) to follow a particular course of action;
- represent the department at internal and external meetings/events/network with colleagues in other institutions to share best practice.
- be prepared to travel nationally and internationally for face-to-face meetings with partners and customers.

Our Shared Values

Each professional services area will outline how the values apply in their area and the behaviours expected from colleagues to ensure we embed them in everything we do

| Ambitious | Innovative | Open | Collaborative | Responsible |
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| We are confident in the University of Birmingham and project this globally. We are focused on our goals, are clear about our strengths, and pursue our own direction. We are bold and take intelligent risks. | We enjoy being the first to do things. Inspired by our Birmingham heritage, we are resourceful, creative, grounded, and practical, and seek to make a real and positive difference to the world around us. | We welcome colleagues, collaborators, and students from across the world to work and study with us. We are committed to academic freedom, freedom of speech, and equality of opportunity for all. We expect everyone to act with sensitivity, respect, and fairness. | The major challenges facing our city, nation, and the world cannot be solved if we act alone. We enhance our research and education by pursuing creative partnerships within and beyond the University. | We operate with transparency, trust, and respect. We value our role as an anchor institution for Birmingham. We strive to be an excellent employer, to reduce inequalities in access to education, and to place sustainability at the heart of our work. |