

**JOB TITLE: BUSINESS DEVELOPMENT DIRECTOR, OPEN PROGRAMMES,
FLAGSHIP POD (FIXED-TERM, MATERNITY COVER)**

REPORTS TO: DIRECTOR OF OPEN PROGRAMMES

Background

JBS Executive Education Ltd (JBSEEL) is a limited company wholly owned by the University of Cambridge and based in Cambridge Judge Business School (CJBS).

Our commercial activities include a calendar of scheduled programmes and executive learning open to anyone at the requisite level in their career (Open Programmes), and a comprehensive suite of bespoke programmes designed to address the specific learning and strategic needs of organisational clients (Custom Programmes). Across our entire portfolio we offer an exciting mix of immersive and innovative face-to-face, live online, and digital learning experiences. Executive Education is also home to The Psychometrics Centre, a multidisciplinary research institution specialising in all forms of psychological assessment.

Our academically rigorous programmes are led and delivered by Cambridge Judge Business School's world-leading faculty at the University of Cambridge. Our content stems from their latest cutting-edge research, and we draw upon the strengths and resources of the wider University of Cambridge and the Cambridge ecosystem including senior industry practitioners and specialists who bring theory to life with lived examples and case studies. Our programmes make a lasting impact on our clients and deliver transformative learning experiences enabling them to make a real difference upon returning to their role, across all layers of their organisation.

Executive Education at Cambridge continues to innovate and grow across some of the Business School's most important and meaningful areas of research, including environmental, social and governance (ESG), strategy, leadership, and competitiveness, and alternative finance.

We are a growing team of approximately 80 members of staff. Each member of our diverse and competent workforce has a purpose, contributing to our organisational development, and supporting our clients, people, culture, and growth. Together, we **change leaders who change the world**.

We pride ourselves on our values, which are:

- We embody **world-leading excellence**
- We have and encourage a **growth mindset**
- We make others **great**, always
- We are positive and **solution-oriented**
- We are better **together**

To find out more, visit our Cambridge Judge Business School Executive Education webpages: www.jbs.cam.ac.uk/execed.

The role

As a Business Development Director, you will **change leaders who change the world** by leading our Flagship pod of Open programmes. In this strategic role, you will drive the growth, innovation, and success of a portfolio of flagship General Management and Leadership Open programmes. By providing leadership to the pod, managing a team that includes a Sales and Business Development Manager and a Senior Programme Manager, you will foster a collaborative, high-performance culture that achieves ambitious participant, revenue, and quality targets.

Working closely with the Director of Open Programmes and collaborating with the other Business Development Directors, you will align processes and ideas across pods while tailoring your pod's activities to deliver exceptional results. You will take primary responsibility for the General Management Programme, a flagship, high-profile, revenue-generating programme, alongside driving the development, sales, and delivery of new Open programmes allocated to the Flagship Pod. These programmes, delivered in various formats (in-person, live online, and online), are critical to supporting the organisation's growth strategy and maintaining its global reputation for excellence.

As part of the front-line sales team, you will act as the first key contact for programme enquiries, using proven sales methods and the company's CRM system to convert high-potential leads into enrolments. You will proactively build and manage the sales pipeline, ensuring ambitious participant and revenue targets are met. Regularly reporting on sales performance, you will keep the Director of Open Programmes and the wider team informed of progress toward departmental objectives. Through these activities, you will play a critical role in driving the success of flagship programmes.

A key aspect of your role will be contributing to the organisation's FT rankings strategy by working closely with faculty and the Open programmes team to ensure the continuous improvement of flagship programmes. You will focus on programme innovation, redesign where necessary, and compliance with JBSEEL's design excellence criteria, ensuring that the Flagship Pod's offerings consistently meet the highest standards. Your efforts will directly support the organisation's goal of improving its position in the FT rankings while enhancing the experience and outcomes for participants.

As a people leader within the organisation, you will champion strategic change initiatives and work collaboratively with faculty, the programme management team, and other stakeholders to continuously enhance the impact and ranking of our programmes. Through your leadership, you will ensure that the Flagship Pod remains at the forefront of the organisation's mission to empower leaders who make a lasting difference.

Main responsibilities

Business development

- Act as the primary point of contact for prospective participants on assigned programmes, engaging in active sales techniques to guide them through the 'prospect to applicant' cycle. This will involve personalised interactions via phone, email, and proactive outbound sales activity. Local and

international travel may be required to meet potential participants, attend events, and target companies aligned with strategic goals.

- Ensure that assigned programmes meet or exceed participant, revenue, and profit targets by monitoring the sales pipeline, and strategically planning marketing and business development activities to drive registrations.
- Collaborate with the Marketing and Business Development teams to identify opportunities, understand market trends and competitors, and refine programme offerings. Contribute to the creation and execution of campaigns, including email outreach, newsletters, promotional materials, and event planning.
- Plan and execute promotional events for flagship programmes, working with faculty and colleagues to showcase the distinctiveness of the offerings and attract high-quality participants.
- Collaborate with team members and stakeholders to ensure the programmes in the Flagship Pod are effectively represented online, devising compelling and innovative ways to highlight the Cambridge-distinctiveness of the portfolio.

Programme and portfolio management

- Work with the Director of Open Programmes and the Open Learning Designer to explore and roll-out potential new Open programmes which would sit within the Flagship pod. This may include global locations, ensuring due diligence, creating a viable business model, and overseeing development, logistics, and delivery.
- Lead programme improvements by collaborating with faculty, the Open Learning Designer, and the Strategic Change Lead to implement excellence initiatives and enhance participant satisfaction.
- Work with the Open Learning Designer to ensure the overall design and flow of programmes in the Flagship pod are aligned with excellence criteria.

Internal and external relationship management

- Develop trusted advisor relationships with client stakeholders, gaining a deep understanding of their context and requirements to ensure programmes deliver exceptional value.
- Liaise with faculty throughout the programme life cycle, agreeing on delivery dates, sharing sales progress, and providing insight into participant profiles.
- Work with the Director of Open Programmes to roll out flagship programme reunions, designing innovative curricula to strengthen alumni relationships and foster long-term engagement.
- Stay informed on industry trends, market changes, and key players in relevant sectors to anticipate client needs and inform programme offerings.
- Maintain relationships with alumni of key programmes and develop potential future business.
- Collaborate closely with the programme management team to ensure smooth delivery and maintain strong internal relationships.

People management and leadership

- Lead the Flagship Pod, taking responsibility for programmes in the pod meeting or exceeding targets. Provide clear direction, mentoring, and line management for the Business Development Manager and

Senior Programme Manager. Foster a collaborative, high-performance environment and support the professional growth of team members.

- Translate the strategy for the Open business into objectives for the Flagship pod and its members. Monitor progress, provide regular feedback, and conduct annual appraisals.
- Ensure quality improvement initiatives are implemented across all Flagship pod programmes, maintaining high standards and achieving consistent excellence.

Administration and reporting

- Maintain oversight of programmes to ensure that required administrative tasks are completed by the team.
- Update and maintain participant and client information in the CRM system, ensuring accuracy and compliance with data protection regulations.
- Implement risk management strategies to mitigate potential issues and ensure smooth programme delivery.
- Ensure compliance with financial regulations and maintain accurate financial records in line with organisational policies.
- Utilise IT systems effectively for data management, reporting, and process efficiency.

Additionally

- Contribute effectively to JBSEEL values and participate in team activities, projects, and workstreams as required.
- Support special projects and initiatives that align with organisational priorities and strategic goals.

The person

The ideal candidate should have the following qualities, skills, and attributes. You are asked to provide a CV and a covering letter demonstrating how your own experience meets these requirements:

Essential

- A good degree, a postgraduate degree, MBA or equivalent experience.
- Substantial business development experience including interfacing with customers in consultative selling and working with senior human resources representatives.
- Broad understanding of business planning and selling skills, programme development and presentation competencies; cross cultural sensitivity, ability to respond quickly and flexibly to changing situations.
- Strong negotiation skills and in-depth experience of customer relationship management.
- Excellent writing, presentation, and project management skills with first-class attention to detail.
- Demonstrated understanding of challenges faced at executive levels of an organisation and demonstrated evidence of business awareness.

- Ability to work under pressure, be decisive during difficult situations/negotiations, and pay attention to detail while still keeping track of larger strategic perspective.
- The ability to work across different business disciplines and establish credibility with senior executives, faculty and participants is essential.
- A high degree of tact and diplomacy, and sophisticated understanding of business, political and cultural context.
- Highly motivated, articulate, flexible, organised and team-oriented.
- Experience of working in Executive Education would be a distinct advantage.
- Availability to travel internationally.

Benefits

This role is offered as an internal secondment or fixed-term contract for the period of one year or return of the role-holder, whichever is the earlier.

Working hours are 40 hours per week. You must be willing to work such additional hours as are necessary for the proper performance of your duties, including evenings and weekends.

This is a hybrid role, with a current company-wide requirement of a **minimum** of two working days from our office in Cambridge. This role also involves on-location programme delivery and you will be expected to attend the office more regularly than this when programmes are running. Flexible working patterns and schedules are supported.

There will be a nine-month probationary period. Holiday entitlement is 33 days per annum plus 8 days of public holidays.

The salary will be in the range of £45,000 per annum. The full salary range for the position is advertised in order to demonstrate the progression for the band. In the majority of cases appointments will be made at the bottom of band; only in very specific exceptional circumstances can a higher salary be offered.

With excellent benefits, extensive learning opportunities and a stimulating and attractive environment, JBS Executive Education Ltd is a great place to work. Although we are a separate entity, we are wholly owned by the University of Cambridge and mirror their wide range of competitive benefits and services, along with some additional extras. We give access to numerous discounts on shopping, health care, financial services and public transport. We also offer a generous workplace pension and a tax-efficient bicycle scheme.

Further details can be found at www.admin.cam.ac.uk/offices/hr/staff/benefits. There is also a range of information about living and working in Cambridge at www.jobs.cam.ac.uk.

Application arrangements

If you embody **world-leading excellence**, have and encourage a **growth mindset**, make others **great** always, are positive and **solution-oriented**, believe we are better **together**, and would like to join our team to contribute to our mission of **changing leaders who change the world**, we would love to hear from you!

To apply for this role via, please visit our Career Site, here: [Business Development Director - JBS Executive Education Ltd.](#)

The role is due to close at midnight on Sunday 1 December 2024.

Equality of opportunity at the University

The University of Cambridge is committed to a proactive approach to equality, which supports and encourages all under-represented groups, promotes an inclusive culture and values diversity. Entry into employment with the University is determined by personal merit and by the application of criteria required for the post. No applicant for an appointment or member of staff will be treated less favourably than another on the grounds of sex (including gender reassignment), marital or parental status, race, ethnic or national origin, colour, disability (including HIV status), sexual orientation, religion, age or socio-economic factors.

The University has various diversity networks which help it to progress equality; these include the Women's Staff Network, the Disabled Staff Network, the Black and Minority Ethnic Staff Network and the Lesbian, Gay, Bisexual and Transgender Staff Network.

Information if you have a disability

The University welcomes applications from individuals with disabilities and is committed to ensuring fair treatment throughout the recruitment process. Adjustments will be made, wherever reasonable to do so, to enable applicants to compete to the best of their ability and, if successful, to assist them during their employment.

We encourage applicants to declare their disabilities in order that any special arrangements, particularly for the selection process, can be accommodated. Applicants or employees can declare a disability at any time.

Applicants wishing to discuss any special arrangements connected with their disability can, at any point in the recruitment process, contact, Elle McGregor, HR Advisor, who is responsible for recruitment to this position, by email at e.mcgregor@jbs.cam.ac.uk. Alternatively, applicants can contact the CJBS HR Team at hr@jbs.cam.ac.uk.