

JOB TITLE: SALES AND BUSINESS DEVELOPMENT MANAGER

REPORTS TO: BUSINESS DEVELOPMENT DIRECTOR

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 Sales and Business Development Manager, you will **change leaders who change the world** by becoming a trusted advisor to organisations and individuals, a person who can offer expert advice on world leading programme options, to maximise their learning journey. As the open enrolment portfolio grows and develops, with the addition of new programmes and more ambitious sales targets, the Sales and Business Development Manager will be instrumental in increasing attendance and thus revenue for their assigned portfolio of programmes.

The Open Business Development team operate in distinct 'pods', with a team of programme managers who support their programmes. This person would be a member of the **'Flagship Pod'**, led by the Flagship Pod Business Development Director. Programmes in this pod include the longer flagship General Management Programme and Senior Management Programmes as well as several face-to-face, synchronous, and asynchronous programmes. The flagship programmes are vitally important for the portfolio, and often feature as selected programmes for the yearly FT rankings. The person will be expected to work closely with the Academic Programme Directors, and members of faculty, in addition to the wider Executive Education Open team.

As part of the front-line sales team, the role holder will be the first key contact for their programme enquiries and will channel leads into the sales pipeline. Using proven sales methods and the resources of the company's CRM system, the role holder will seek to convert high-potential leads into sales opportunities. Regularly reporting on sales achieved, the role holder will ensure that the Business Development Director and Open Programmes Director are kept fully informed of progress towards the achievement of the department's objectives on a weekly basis.

Some programme schedules will be outside normal working hours, including evenings and weekends, and the flow of work may not follow a regular working week. However, we understand the importance of flexibility in managing work-life balance and our structure includes flexible working hours to accommodate individual needs and preferences.

Main responsibilities

Sales and portfolio management

- Act as the primary point of contact for prospective participants, engaging in active sales techniques to guide them through the 'prospect to applicant' cycle. This will involve personalised interactions via phone calls and emails, as well as proactive outbound calling.
- Monitor participant numbers across all open programmes, ensuring targets are met and taking proactive measures to prevent programme cancellations or under-participation.
- Actively promote the General Management Certificate of Achievement (GMCA) to prospective participants and past delegates. This will include the delivery of short presentations about the GMCA during open programmes.
- Leverage your in-depth knowledge of each programme, understanding our unique selling proposition (USP) and the value of each offering, to actively pursue sales opportunities with key

organisations. This will involve a combination of proactive phone work, presentations, and written communication.

- Collaborate with the Business Development Director to identify opportunities to sell our executive education offer to businesses through open and corporate open programmes.

Horizon scanning and market knowledge

- Collaborate with both the Marketing team and the Business Development team to identify business development opportunities and gain a comprehensive understanding of the market and our competitors. Be capable of handling complex questions and providing eloquent and knowledgeable answers and solutions.
- Stay updated on industry events, sectoral changes, and key players in relevant markets and regions, enabling a nuanced understanding of the challenges faced by target client organisations.

Client relationship management

- Accurately enter and maintain prospect and client details in our CRM database, coordinating with Executive Education technical colleagues to meet the open programmes team's CRM requirements.
- Liaise and engage with participants and the finance team to ensure efficient revenue tracking and prompt payments, while maintaining a courteous and efficient approach.
- Nurture and maintain cordial relationships with past programme participants and clients. Collaborate with the Alumni association to maintain effective post-programme communication.
- Undertake business development research to identify key contacts in target organisations for nurturing and establishing of corporate relationships.

Liaison with stakeholders

- Collaborate closely with the programme management team, Executive Education staff, and faculty to enhance our reputation as a leading provider of executive education programmes.
- Support the swift implementation of marketing plans, working in close coordination with the Executive Education marketing team.
- Assist in executing marketing and business development campaigns, including email marketing initiatives.

Administration and reporting

- Prepare regular reports on monthly business development activities, highlighting progress towards department objectives.
- Provide administrative, sales, and client relationship support to the Business Development Director and Marketing team during recruitment activities and events.
- Maintain and update information held by the company for suppliers and clients.
- Participate in client, team, and staff meetings, as well as ad hoc project groups as required.
- Generate regular reports on the status of programmes within your portfolio.
- Ensure compliance with financial regulations, including payments to contributors, and maintain accurate records in the CRM system.
- Ensure that all records in the CRM system are accurate and kept up to date.
- Utilise company IT systems for data management in accordance with company policy and data protection regulations.

Additionally

- Contribute effectively to JBSEEL values and team activities.
- Participate in and contribute to special projects where relevant.

The person

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

- Graduate level or equivalent.
- Demonstrable sales experience or exposure to a sales-led environment.
- Previous experience working for leading business schools would be an advantage.
- Proactive sales approach with a good foundation of business development, sales, and marketing.
- Experience of working in a service environment is highly desirable.
- Excellent planning skills, gained through professional or personal experience.
- Ability to work with academics, senior decision makers and company executives.
- Ability to demonstrate a highly developed level of professional customer service and a strong desire to exceed expectations.
- A flexible approach to work, willing to "go the extra mile" whenever necessary in order to ensure that clients' and stakeholders' needs are met within the scope of the project.
- Excellent communication skills, with the ability to demonstrate accuracy and fluency in spoken and written communications.
- Excellent attention to detail in written communication.
- Enthusiasm for working across cultures and for meeting people.
- Ability to work collaboratively and flexibly with colleagues.
- Financial awareness and the aptitude to learn to manage costs and develop budgets.
- Very comfortable managing and manipulating numerical and qualitative data.
- Ability to negotiate the best possible solutions for clients and the company.
- An ability to work under pressure and to enjoy the challenges of tight deadlines.
- Demonstrable problem-solving skills.
- Excellent IT skills, particularly in MS Office programs (Outlook, Word, Excel and PowerPoint).
- Experience of managing a sales process using a CRM system.
- An understanding that some programme schedules will be outside normal working hours, including evenings and weekends, and that the flow of work may not follow a regular working week.

Benefits

This is a full-time position working 40 hours per week. There will be a nine-month probationary period.

This is a hybrid role, with a current company-wide requirement of a **minimum** of two working days from our office in Cambridge. However, we understand the importance of flexibility in managing work-life balance; our structure includes flexible working hours to accommodate individual needs and preferences.

Holiday entitlement is 33 days per annum plus 8 days of public holidays.

The salary will be in the range of £39,975-£51,250 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.

The University of Cambridge comprises more than 150 departments, faculties, schools and other institutions, plus a central administration and 31 independent and autonomous Colleges. It is one of the world's oldest and most successful universities, with an outstanding reputation for academic achievement and research.

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. As well as this, our teams benefit from extensive opportunities for training and development, as well as access to a range of social and family-friendly activities within and outside of JBS Executive Education Ltd.

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!

Please apply for this role via our Career Site, here: [Sales & Business Development Manager - JBS Executive Education Ltd](#).

The closing date for applications is midnight on Wednesday 9 April 2025.

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.