**J O B D E S C R I P T I O N F O R M**

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| **JOB TITLE** | Business Engagement Manager (cover for individual on secondment) |
| **DEPARTMENT/SCHOOL**  **BUDGET CENTRE** | University of Birmingham Enterprise Ltd (100% owned subsidiary company of the University of Birmingham) |
| **SALARY** | £36,000-42,000. |
| **Full Time/Part Time** | **Full time for 9 months (post to end no later than 31st December 2018)** |

This post is part-funded by the European Regional Development Fund (ERDF).

**Job Summary**

Do you want to be part of a dynamic team at a prestigious organisation, helping us to create commercial impact? The University of Birmingham is one of the most ambitious institutions in the UK and we are determined to be placed in the global top 50, with investment and strategic plans in place to enable us to achieve our objectives.

We are looking for a dynamic and outgoing person to take the lead in promoting our regional hi-tech business support programme (BKEBIP[[1]](#endnote-1)) to Life Science SME businesses and then to engage with these businesses to ensure they gain access to and benefit from the support and resources available. The post focusses upon delivering and supporting those businesses that can benefit the most from the intellectual and physical assets located on Birmingham Research Park, which includes the BioHub Birmingham and BizzInn incubator.

The Business Engagement Manager will have an “outward facing” role. The post-holder will need to establish a thorough understanding of the life science and hi-tech business support offerings of The BioHub and the BizzInn, together with the wider University and local offerings. The post-holder will be expected to promote these assets to prospective businesses, and to engage and attract Life Science businesses in particular to locate to the Research Park and use the support available.

The post-holder will also help drive the external marketing of the relevant offerings, taking ownership of key communications tools such as websites and social media channels, managing information flow to key stakeholders, and capturing and contributing stories across the various functional teams within University of Birmingham Enterprise.

The Business Engagement Manager will need a relevant technical background to ensure credibility in the medical, bio-medical or related area, and a demonstrable understanding of the UK life sciences sector.

**Job Context**

This is an exciting time to join the University of Birmingham Enterprise team. The University is currently fourth in the UK for the identification and protection of Intellectual Property, and already has a portfolio of over 35 spinout companies, with a collective valuation of over £200m. Birmingham has a thriving cluster of medical and biomedical activity created by the physical proximity of high quality research within the University of Birmingham and the opportunities for its application within the Queen Elizabeth and other local hospitals. Growth of this activity is a priority for the University, with emphasis on increasing both the translation and commercialisation of our Research.

Well positioned geographically within this cluster is Birmingham Research Park, a joint venture between the

University and the City Council, and managed by University of Birmingham Enterprise. About 15 existing tenants of the Research Park have at their heart some medical-related activity, ranging from provision of clinical trials to medical diagnostic equipment and public/military health services.

Established in March 2015 (and funded by the European Regional Development Fund), The BioHub Birmingham® is the first purpose-built facility of its kind in the UK, and houses up to 24 start-up or early stage enterprises from a wide range of medical, biomedical and related backgrounds. The BioHub offers start-up ventures access to affordable wet-lab space and advanced research equipment alongside business support services. The impressive 4,500 sq.ft of biomedical laboratory space shared by tenants has a variety of features including specialist tissue culture rooms, a microscopy lab, sterilisation equipment, and a cryogenic suite. More usual facilities are on offer too; exclusive state-of-the-art bench space, office desks and high-speed broadband along with the business advice and guidance of the BizzInn, which is critical as clients’ offerings move from the innovation and research phases to market ready commercial products.

The post holder will report directly to the Head of Enterprise Acceleration, who leads a team providing an integrated network of support for start-up companies and academics that accelerate the transformation of innovation into enterprise.

**Main Duties**

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| *Item* | *Duties* | *%* |
| 1 | **Outward Facing Business Engagement**   * Identify profiles and sources of prospective clients, and engage those prospects. They might, for example, come from staff within the private sector who may be considering developing their own intellectual property or from staff and students of Universities, Medical schools and Hospitals. The Business Engagement Manager will be expected to cultivate gate-keepers and movers within these types of organisations. * Understand and promote the business support and related facilities on offer to Life Science SME businesses at Birmingham Research Park and the wider locality. With a focus on the new BioHub and BizzInn incubator, engage potential clients with a view to attracting them here:  1. Direct calls and site visits 2. Organisation of workshops and events 3. Attendance at industry focused external conferences and events  * Develop a wide network of contacts that can help to deliver a pipeline of potential clients. This will involve developing new relationships as well as working with other University of Birmingham Enterprise and wider University staff to make use of existing contacts within the team. | 40 |

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| 2 | **Promotion and marketing**   * Market the benefits of the business support offerings and related facilities to hi-tech SMEs, focusing in on those within the Life Science sector, and to key stakeholder channels. This will include devising and implementing an external marketing and communications strategy (in coordination with other functional teams of the University and University of Birmingham Enterprise), maintaining the BioHub website and contributing to other relevant websites, and developing a strong social media presence. The post-holder will need to work across other University and University of Birmingham Enterprise teams to ensure effective cross-marketing of activities. | 40 |
| 3 | **Other**   * Devise and implement the strategy for helping to meet outstanding BKEBIP project performance targets. * Lead or assist as appropriate on the interviewing and assessment of potential clients in accordance with relevant criteria (e.g., eligibility for ERDF state aid support). * Working with the BizzInn Incubation Manager, Entrepreneurs-In-Residence, and other BKEBIP programme staff, gather and provide feedback on the requirements of prospective and registered clients, and assist those clients as appropriate in support of their development needs. For example this may be through business development advice, or introductions to other relevant facilities and services of the Birmingham Research Park and/or wider University and regional assets. Wherever assistance is provided, this should be captured as required in ERDF compliant forms: the post-holder will work with the BizzInn Incubation Manager to ensure effective evidence capture. * To manage the relationship between clients and the University in the delivery of business support outputs. * Support the Reputation and Communications Development Manager in relevant news gathering and case study development for publicity to external audiences. * In addition to the above, the post-holder will be expected to carry out other duties as reasonably required in accordance with the needs of University of Birmingham Enterprise as the organisation continues its current growth. | 20 |

**Person Specification**

* Excellent client relationship management and interpersonal skills and an ability to interact with people at all levels on seniority. The post-holder needs to be personable, to understand the needs of prospective clients, and to establish and communicate the local resources that can meet those needs. A proven track record in sales within a commercial environment would be an advantage.
* A technical or scientific background and understanding of the UK life sciences sector, that enables effective discussions with life science companies and other stakeholders within the industry. The post-holder will need to be credible in the medical, bio-medical, or related area, and have operated with sufficient seniority within business, in order to gain the trust of clients and business supporters, and to effectively promote facilities and interventions that meet the needs of prospective clients.
* Excellent communication skills: oral, written and presentational. The overall offer needs to be clearly articulated to key stakeholders and supporters, as well as to prospective clients. The post-holder will also need to clearly demonstrate their experience in representing organisations at conferences and in hosting seminars and networking events.
* A can-do attitude and solutions-driven approach.
* Ability to effectively engage within teams. The post-holder will need to work with other members of the Enterprise Acceleration (and wider University/University of Birmingham Enterprise teams), and the BKEBIP Project Delivery Team.
* Appreciation of the issues facing start-up enterprises.
* A business or relevant science degree (in a medical, bio-medical, or related technical area)
* Knowledge of the higher education sector would be useful.

1. The Birmingham Knowledge Economy Business Incubation Partnership (BKEBIP) project is receiving up to £1.03m of funding from the England European Regional Development Fund (ERDF) as part of the European Structural and Investment Funds Growth Programme 2014-2020. The Department for Communities and Local Government is the Managing Authority for ERDF. Established by the European Union ERDF funds help local areas stimulate their economic development by investing in projects which will support innovation, businesses, create jobs and local community regenerations. For more information visit https://www.gov.uk/european-growth-funding [↑](#endnote-ref-1)