

Deputy Director for Professional & Executive Education

Job Ref: REQ241117

Commercial Directorate

Job Description

Job Grade: Management and Specialist Grade 8

Reporting to the Commercial Director, this is an exciting new role for the University to drive forward our aspiration to deliver Professional and Executive Education programmes in our chosen markets. As a cross-University senior leadership role and with our Executive Education in a start-up you will be responsible for developing the strategy through to implementation. You will personally lead on business growth, client acquisition and ensuring our on-boarding process drives business growth in a number of pivotal areas across the university portfolio.

This is an excellent opportunity for a self-starter with a proven track record in growing Executive Education business.

Responsibilities:

- Create and deliver an Executive Education Strategy that meets the aspirations of the University to develop a distinctive market presence
- With the Commercial Director, agree target markets, key product lines and ROI in a 5Y BP
- Oversee and take responsibility for the design and delivery of Executive Education programmes for identified client groups
- Oversee sales forecasting, budgeting, and planning processes to support business objectives and financial goals
- Conduct market research to identify emerging trends, competitive landscape, and opportunities for growth in executive education
- Lead on management of a profit and loss environment for Executive Education at the University

Business Development

- Be accountable for driving business development, maximising revenue generation, and achieving sales targets
- Drive continuous improvement initiatives within the executive education function, leveraging data and analytics to optimise sales performance and enhance operational efficiency
- Ensure effective sales forecasting, budgeting, and planning processes to support business objectives and financial targets

Product Ownership

- Develop and implement a plan to accelerate, expand and strengthen the executive education portfolio to meet growth targets
- Engaging with Deans of Schools and programme leaders to proactively identify new business opportunities develop relationships with suitable partners and sponsors

Relationship Management

- Establish, develop, and maintain strong relationships with key customers to understand their needs and ensure customer satisfaction
- Work with the senior management team which will include but not exclusively, the PVC Student Experience, Academic Leads, Deans and Senior Leadership to identify new opportunities to effectively engage with organisations as part of faculty career and academic development

Operational Delivery

- Strong Project Management skills from inception to delivery
- Along with academic leads of each school, the role holder is accountable for leading the further development of the university's quality assurance framework to govern all aspects of executive education operations, both internal and external
- Support the development of effective teaching practices across various media (classroom, online, mobile, coaching), ensuring the integration of adult education principles and effective evaluation at all stages, in collaboration with senior management and the Schools
- Line management of a dedicated Executive Education team will be a future part of the role as the executive education function develops

Brand Development and Marketing

- With support from the commercial directorate, monitor market trends, competitor activities, and customer feedback to identify business opportunities and develop strategies to gain a competitive edge
- Deliver effective campaigns, promotional activities, education, and pricing strategies to drive brand awareness and sales growth
- Provide strategic input and insights to the senior management team on market dynamics, emerging trends, and potential risks to guide decision-making
- Represent the University at external events and with external stakeholders, building the reputation of the Schools and wider University

Points To Note

The purpose of this job description is to indicate the general level of duties and responsibility of the post. The detailed duties may vary from time to time without changing the general character or level of responsibility entailed.

Special Conditions

All staff have a statutory responsibility to take reasonable care of themselves, others and the environment and to prevent harm by their acts or omissions. All staff are therefore required to adhere to the University's Health, Safety and Environmental Policy & Procedures.

All staff should hold a duty and commitment to observing the University's Equality & Diversity policy and procedures at all times. Duties must be carried out in accordance with relevant Equality & Diversity legislation and University policies/procedures.

Successful completion of probation will be dependent on attendance at the University's mandatory courses which include Respecting Diversity and, where appropriate, Recruitment and Selection.

Organisational Responsibility

Reports to the Commercial Director – Sally Wilson.

Person Specification

Your application will be reviewed against the essential and desirable criteria listed below. Applicants are strongly advised to explicitly state and evidence how they meet each of the essential (and desirable) criteria in their application. Stages of assessment are as follows:

- 1 – Application
- 2 – Test/Assessment Centre/Presentation
- 3 – Interview

Essential Criteria

Area	Criteria	Stage
Experience	Substantial experience of leading and managing teams in a large, complex organisation, specifically a revenue-generating team	1,2,3
	Experience of successfully delivering large-scale strategic projects	1,3
	Experience working at C-suite and Director level, in order to establish credibility with clients, faculty and wider University colleagues	3
	Demonstrated track record of driving commercial success via business development	1,3
	Knowledge of the Executive Development marketplace	2,3
	Experience of developing innovative solutions and practical methods of implementation, to deliver executive education in both teaching and programme management	3
	Skills and abilities	Ability to operate as a trusted adviser to the executive team
	Strong leadership and team management skills, with the ability to inspire and motivate a diverse commercial organisation	1,2,3
	Excellent written and oral communication skills to engage people effectively with complex issues and ideas	1,2,3
	Ability to build constructive and effective networks both within and outside of the University	1,2,3
	Ability to lead, motivate and inspire people across the University	1,2,3
	Strong business acumen and financial understanding, with experience in budgeting, forecasting, and financial analysis	1,2,3
	Proven commercial acumen and entrepreneurship	1,2,3
	Excellent communication, negotiation, and presentation skills, with the ability to influence stakeholders at all levels	2
	Willingness to travel as required	3
Qualifications	Degree or equivalent relevant experience	1
Other	A commitment to Equity, Diversity and Inclusion and experience of ensuring this is embedded in the workplace	1,2,3

Desirable Criteria

Area	Criteria	Stage
Experience	Developing a Professional and Executive Education offering in a HE setting	1,3
Skills and abilities	Knowledge of the higher education sector and the regulatory framework	1,3
Qualifications	Master's degree in Business Management, Leadership or related subject	1

Conditions of Service

The position is FULL TIME . Salary will be on Management and Specialist Grade 8 £58,596 - £64,914 per annum, at a starting salary to be confirmed on offer of appointment.

The appointment will be subject to the University's Terms and Conditions of Employment for STAFF GRADES 6 AND ABOVE, details of which can be found [here](#).

The University is committed to enabling staff to maintain a healthy work-home balance and has a number of family-friendly policies which can be found [here](#).

The University offers a wide range of employee benefits which can be found [here](#).

We also offer an on-campus nursery with subsidised places, subsidised places at local holiday clubs and a childcare voucher scheme (further details are available at: <http://www.lboro.ac.uk/services/hr/a-z/childcare-information---page.html>)

In addition, the University is supportive, wherever possible, of flexible working arrangements. We also strive to create a culture that supports equality and celebrates diversity throughout the campus. The University holds a Bronze Athena SWAN award which recognises the importance of support for women at all stages of their academic career. For further information on Athena SWAN see <http://www.lboro.ac.uk/services/hr/athena-swan/>

Applications

The closing date for receipt of applications is **20th January 2025**

As part of the University's ongoing commitment to redeployment, please note that this vacancy may be withdrawn at any stage of the recruitment process if a suitable redeployee is identified.