

Role Profile

Role Title:	Business Development Manager
Salary:	£30,450 - £33,600
Full/Part Time:	Full-Time
Contract term:	Permanent
Accountable to:	Associate Director of Marketing, Events and Business Development
Accountable for:	2-3 Part-Time, Studying Staff
Hours:	35 Hours per Week
Location:	Usually located at the main Students' Union Building / with an option to work some hours remotely depending on operational requirements
Eligibility:	Open to applicants with relevant skills and experience who are eligible to work in the UK at the start of employment
Rewards Package:	We offer a great rewards package. You can see them here .

Our Organisation

We are Manchester Students' Union, the biggest SU in the country, supporting over 40,000 students throughout their time at university. We help to make student life the best it can be by supporting students to campaign for change, creating opportunities to meet new people, providing employment opportunities, providing advice and support and being a safe place on campus.

We are a values-centred organisation that employs around 90 permanent, full-time members of staff. We recruit a wide range of roles throughout the year within all our departments from our Commercial team operating Manchester Academy Venues, 13 Media, Bar 532 & Kitchen and Corridor Coffee to our Student Activities, Student Engagement, Marketing and Communications, Finance, HR and Facilities teams. Our team of around 400 part-time, studying staff are instrumental in providing support to all departments as well as leading major projects like Student Angels. When you join UMSU, you'll be immersed in an environment that empowers staff to make great things happen and we're always on the lookout for innovative, passionate, and proactive people to join us.

Our staff team is led by our senior leadership team who are instrumental in driving our strategy at UMSU. It's made up of our CEO, COO, 3 Directors and 2 Associate Directors. We are governed by our trustees and Exec Officers, you can find out more about that [here](#). All our permanent, full-time roles are graded (Grade A-E) which means that there is a clear path to your development and progression whilst at UMSU.

Our Organisational Values

Our values are really important to us and shape the work that we do every day. As part of our recruitment process, we want you to demonstrate how your experiences, behaviours and skills align with our values.

Our values are:

- We put students at the heart of what we do
- We provide a 'great experience' service
- We believe in improvement and progression
- We are a community
- We are open and transparent
- We are inclusive

You can find more detailed explanations of our values on [our website](#).

Role Overview

Thirteen Media is a student marketing agency and a wholly owned trading subsidiary of The University of Manchester Students' Union, tailored to promote and maximise direct marketing opportunities within Students' Unions. Operating as a commercial business, any profits generated are used to support the work of the Students' Union in everything from providing advice and support through to helping student groups and volunteers make the most of their time at University.

As an organisation we live the values of the Students' Union through supporting and working with local businesses and independent traders; allowing us to truly embody 'we are a community' increasing engagement with brands to enhance the student experience.

The newly created role of Business Development Manager is a key member of the team responsible for the day-to-day management and delivery of our current media sales operation. The role also involves working alongside the Associate Director for Marketing, Events and Business Development to identify and deliver new income generation streams across organisation. There will also be opportunities to work cross-departmentally with the wider directorate teams in Marketing & Events, Social Media & Communications, Research & Insight and Design to deliver a range of projects.

With 46,000 students at the University of Manchester Thirteen Media are responsible for the sales and delivery for one of the largest Freshers Fairs in the country annually in September, as well as a Refreshers fair in January and Graduation photography which occurs twice per year.

Key Result Areas

Responsible for	Contributor to
Generating income across a range of marketing channels and events by developing and improving our current offering as well as identifying and exploring new income streams and opportunities.	You'll contribute towards financial targets, goals and objectives which includes developing the department's annual budget, including projections for new business opportunities.

<p>You'll take ownership of the financial operations of Thirteen Media which includes managing an annual budget, delivering year-end outturn in line with annual forecasts, recording income, raising purchase orders and invoices and delivering monthly sales reports. Part of the role will include liaising with Finance Team to manage debtors and chase outstanding payments.</p>	<p>You'll work with other internal and external teams in the operational planning and logistical delivery of several key events which include</p> <ul style="list-style-type: none"> • A two-day Commercial Freshers Fair with 100+ exhibitors and between 15,000 and 20,000 visitors • A one-day Commercial Refreshers Fair • Our bi-annual graduation photography
<p>You'll be responsible for developing Thirteen Media's network which includes managing stakeholder relationships. Some of the relationships you might be developing include clients who have multi-channel marketing campaigns, external agencies, other Student Unions as well as existing contracts and relationships.</p>	<p>You'll work with the Associate Director of Marketing, Events and Business Development to identify and deliver new and innovative income streams across our media channels and services by staying up to date with student interests, industry leaders and current trends.</p>
<p>You'll manage and program a network of digital screens in the Students' Union and University Halls of Residence (used for marketing services, events and more) which includes outsourcing technical support when required, liaising with internal teams when internal marketing is required and promoting the impact of the screens to sell advertisements to external clients.</p>	<p>You'll work with the Associate Director of Marketing, Events and Business Development to develop an agenda and host a monthly online meeting with other Business Development teams at Students' Unions across the country.</p>
<p>You'll lead the end-to-end planning and delivery of client experiential activations in line with current legislation and best practice. As part of this, you'll ensure all clients receive a high standard customer experience and work hard to troubleshoot any issues on the day.</p>	
<p>As part of Thirteen Media, we also operate the media sales for another Student Union. You'll develop the relationship with existing Student Union partners.</p>	

Organisational Stewardship & Leadership Responsibilities

- You'll contribute to departmental planning processes and hold teams accountable for performance against key goals and indicators
- You'll understand key risks for area of work and ensure risk assessments are conducted against relevant activities
- You'll assist and support staff in assisting in key students' union events & activities throughout the year including Welcome week, elections and supporting the officers in delivering their plans
- You'll lead teams acting as an exemplar of the Union behaviours ensuring all staff are given appropriate support in line with the Union management framework and teams are consistently held accountable for delivering against expected performance standards (both role performance and behaviours)

- You'll ensure that teams activities are delivered in line with budget envelope and ensure any risks to financial targets are highlighted. Contribute to the forecasting & budgeting exercises in line with the organisational framework
- You'll hold good working knowledge of policy and procedure as it relates to the team's function, ensure that the team is knowledgeable in the policy and procedure that affects them and provide guidance to staff on application of the policy framework
- You'll proactively contribute to maintaining the communal spaces and ensuring whole team share responsibility for managing team stores and keeping areas clean and tidy

Person Specification

Criteria	Assessed at:			
	Application Form	Interview	Interview Task	All
Education				
We accept candidates from any educational background.				
Skills				
Networking – great at building new positive working relationships as well as retaining current ones with internal and external stakeholders, continually seeks ways to build networks, attends various networking opportunities, confident at building rapport		✓		
Creative thinking – great at thinking outside the box, comes up with new ideas, not afraid to try different ways of doing things, develops innovative business ideas that lead to income generation	✓			
Organisation – great at planning ahead, able to prioritise workload, great at completing admin duties, pays attention to detail to all tasks		✓	✓	
Growth mindset – willing to constantly improve, engages in training, asks questions, continually being curious, looks for ways to improve processes				✓
Experience/Knowledge				
Event management – pays attention to detail, great at planning ahead, understands client and target audiences, manages expectations, great at providing a high standard of customer service,		✓		

confident at problem solving and decision making				
Leadership – able to motivate and inspire a team, confident in setting goals/objectives, enables a team to work autonomously, creating psychological safety within team, building trust, supporting team wellbeing, setting boundaries, confident at delegation	✓			
Finances – confident at budget management, commercially aware, understands financial management accounts, able to analyse finance reports and highlight any issues, pays attention to detail when processing payments, invoices, and purchase orders		✓	✓	
Risk management – great at assessing risk, able to consider how to mitigate risks independently, confident in making decisions based on risk assessments	✓			
Operations – stays up to date with best practise and legislation changes, creatively develops operational processes, great at time management, pays attention to detail, great at planning ahead and identifying risks	✓			
Personal Attributes				
Independent – great at working with autonomy, tries new ideas, great at using initiative to identify tasks, great at prioritising without being prompted		✓		
Communication – displays radical candour through giving and receiving feedback, uses data and knowledge to provide rationale for decision making, conveys information to different audiences effectively, can confidently communicate with a range of stakeholders				✓
Adaptive – great at managing change, flexible to team members differing needs/ways of working, confident at managing time during busy periods				✓
Values & Behaviours				
Align with the SU’s values and behaviours both personally and professionally				✓

Insight driven – always looking for ways to collect data from a range of sources to measure the impact of your work on the student community or to inform your work	✓			
Collaborative – great at working collaboratively with team members, seeks ways to ensure all voices are heard, works with colleagues to problem solve		✓		
Customer Service – provides a high standard of customer service, creating a welcoming space for all, continually seeks ways to improve services		✓		

Training

We don't expect you to be an expert in all skills mentioned above. One of our core organisational values is that we believe in improvement and progression which means we'll always support you to develop.

We have a dedicated Learning and Development team who provide regular in-person and online learning sessions based on general workplace skills, as well as informal learning opportunities called Learning Lunches. You'll also have access to our eLearning platform year-round. Your line manager will provide all role-specific training required, at the start of your role.

In addition to the above, you'll have the opportunity to attend local and national events such as conferences and networking events.

You can also highlight training opportunities that you feel would benefit your day-to-day work and develop your skills which we will provide if we can!

Our Recruitment Process

The way that we recruit is designed to be fair, transparent and inclusive as well as being an enjoyable experience for everyone involved. You should expect to receive great communication and a warm, welcoming experience.

Every member of staff is recruited exactly the same way, by submitting an application form and attending an interview. We use a recruitment platform called StaffSavvy where you'll submit your application and book interviews, if successful.

Our process allows you to show us your authentic self, gives you a platform to display your skills and knowledge in relaxed and welcoming setting. We'll never put you under any necessary pressure on you, ask you trick questions or interrogate you in an interview and we'll support you all the way through our process.

Top Tip: our roles can be quite competitive, so we recommend applying as soon as possible as we often close applications early!

If you'd like further information or support regarding our recruitment process, we recommend that you read our full recruitment guide for applicants [here](#).

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