### Role profile

<table>
<thead>
<tr>
<th>Job title</th>
<th>Business Information Manager</th>
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<tbody>
<tr>
<td>School/Department</td>
<td>Research and Innovation</td>
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<tr>
<td>Location</td>
<td>Jubilee Campus</td>
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<tr>
<td>Job family and level</td>
<td>Administrative, Professional and Managerial Level 5</td>
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#### Purpose of role

Working within the Business Engagement Team you will lead on effective provision and management of critical business engagement data. You will be responsible for the sourcing and analysis of data on potential business partners, turning this data into insights leading to future engagement. In addition, you will lead on the management of internal data sources and existing data sets to ensure that the university and its partners make the most of the opportunities presented to them for collaboration. You will play a key role in the continuing development and implementation of the CRM system across the rest of the University.

#### Main responsibilities

(Primary accountabilities and responsibilities expected to fulfil the role)

<table>
<thead>
<tr>
<th>Managing Data and Strategic Data Delivery Lead</th>
<th>% time per year</th>
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<tbody>
<tr>
<td>• Lead the provision of highly targeted external business intelligence to a range of business engagement and partnership staff, senior academics and APM staff across the University.</td>
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<tr>
<td>• Establish R&amp;I as the key source of business intelligence within the University and the role as the key strategic and operational delivery lead. This will require engagement with colleagues at a senior level to embed effective data delivery into internal and external projects to enhance outcomes and deliverables across the University. The role will be the strategic lead for data within R&amp;I and provide an effective support to colleagues to increase the value of external projects and engagement with the business community a key driver for KE Strategic Delivery Plans.</td>
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<td>• Lead on the development of the existing CRM system working with internal and external stakeholders including DTS, Analysts and internal staff to drive forward the development of the CRM system and functionality to deliver a responsive and customized solution for the effective strategic usage of data across the institution.</td>
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<td>• Provide operational and strategic support to the Head of Business Engagement and the Director of Engagement and Partnerships to support as data lead.</td>
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<tr>
<td>• Use the existing Customer Relationship Management tools to ensure that data is accurate, dependable and useful for the development of bids, research proposals, client engagement and collaboration activity.</td>
<td>35%</td>
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RPF Band C
| 2 | **Sourcing and Data Delivery (external data management)**  
- Develop and deliver improvement plans to positively impact the efficiency and effectiveness of CRM utilization.  
- Responsible for the management and development, to internal colleagues, of effective and accurate business data of interest to the University.  
- Responsibility for the analysis, acquisition, and engagement of a range of data sources including external sources, public records, print and other media and commercial suppliers.  
- Lead on engaging directly and managing external agencies to make initial engagement with targeted businesses.  
- Develop and deliver a data monitoring service for internal business engagement and partnerships colleagues of current market conditions and market intelligence. |
|---|---|
| 3 | **Relationship Building (internal account management)**  
- Change management – Lead on the development and liaison with facilities and other professional service teams to ensure that business intelligence is considered and utilised effectively through the CRM system.  
- Provide subject expertise on data and the effective usage of data to schools and faculties to increase strategic collaborations, enhance collaborative research proposals and support the delivery of Strategic Delivery Plans across the institution.  
- Provide expert input to internal and external meetings, influencing and facilitating different opinions to reach a consensus, negotiating terms, and pushing forward new developments and changes as required.  
- Manage internal referral process and work with colleagues to ensure that they understand the breadth of offers available to businesses.  
- Develop/improve the capability of staff within work area, motivating and mentoring them to better meet the current and future requirements of functional area/section/project(s) managed. |
| 4 | **Continuous Improvement**  
- Provide a holistic focus to the development and implementation of effective data strategies across the institution and provide expert guidance and support to internal groups considering the implementation or engagement with the CRM.  
- Provide subject expert advice to senior colleagues to support the implementation and development of CRM into teams/schools and faculties.  
- Develop and deliver improvement plans to positively impact income and outcomes with key external partners.  
- Ensure delivery against research and KE development targets set out in the IRKE Strategy  
- Ensure timely and accurate management information is available on the state of activity with key external partners that provides insight into the challenges and opportunities presented. |
## Person specification

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<th>Essential</th>
<th>Desirable</th>
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<tr>
<td><strong>Skills</strong></td>
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<td>▪ Excellent analytical and problem-solving skills.</td>
<td>▪ Good awareness of key issues, trends, opportunities, and challenges in the higher education sector</td>
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<td>▪ Ability to engage directly with a wide range of potential clients.</td>
<td>▪ Previous experience in a similar role.</td>
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<td>▪ The ability to source business critical data from a range of internal and external resources.</td>
<td>▪ GDPR related to business engagement.</td>
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<tr>
<td>▪ Skilled relationship building both internally and externally – strong interpersonal skills, motivating, negotiating, influencing change.</td>
<td>▪ Significant project management experience related to CRM system development.</td>
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<td>▪ Excellent communication, presentation, and interpersonal skills</td>
<td>▪ Experience of contributing to strategic development of system</td>
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<td><strong>Knowledge and experience</strong></td>
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<td>▪ Broad knowledge of the challenges of business engagement.</td>
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<td>▪ A sound understanding of the interface between academic and business communities.</td>
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<td>▪ Well-developed knowledge of systems/services for business engagement and information management and how these impacts across different functions across organisations</td>
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<td>▪ B2B/HEI experience including promoting a wide range of offers.</td>
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<td>▪ Previous use of CRM in a B2B/HEI setting</td>
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<tr>
<td>▪ Provision of expert advice to a range of colleagues across a range of teams to develop their offer to business, managing and leading this to achieve departmental objectives.</td>
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<td>▪ Account management</td>
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<td>▪ Experience of working in a customer focused environment</td>
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<tr>
<td>▪ An understanding of the importance of confidentiality and data protection and GDPR.</td>
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<tr>
<td><strong>Qualifications, certification and training (relevant to role)</strong></td>
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<tr>
<td>▪ Educated to Degree level (or equivalent) with proven relevant experience in a similar role.</td>
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<tr>
<td>▪ Or</td>
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<tr>
<td>▪ Relevant work experience in a similar role either in either a HEI or B2B environment</td>
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Expectations and behaviours

The University has developed a clear set of core expectations and behaviours that our people should be demonstrating in their work, and as ambassadors of the University’s strategy, vision and values. The following are essential to the role:

Valuing people
Is always equitable and fair and works with integrity. Proactively looks for ways to develop the team and is comfortable providing clarity by explaining the rationale behind decisions.

Taking ownership
Is highly self-aware, looking for ways to improve, both taking on board and offering constructive feedback. Inspires others to take accountability for their own areas.

Forward thinking
Driven to question the status quo and explore new ideas, supporting the team to “lead the way” in terms of know-how and learning.

Professional pride
Sets the bar high with quality systems and control measures in place. Demands high standards of others identifying and addressing any gaps to enhance the overall performance.

Always inclusive
Ensures accessibility to the wider community, actively encouraging inclusion and seeking to involve others. Ensures others always consider the wider context when sharing information making full use of networks and connections.

Key relationships with others

- Line manager
  - Business Engagement Manager

- Role holder
  - Business Information Manager

- Key stakeholder relationships
  - Business Engagement team managers
  - Business Engagement staff (R&I)
  - Heads of RKE across UoN