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| Job title | Incubator Hub Business Development Manager | Job family and level | APM Level 4 |
| School/ Department | Food Systems Institute / School of Biosciences Food Nutrition and Dietetics | Location | Sutton Bonington Campus |

Purpose of role

The Business Development Manager (BDM) will lead the establishment and growth of the Food & Drink Incubator Hub at Sutton Bonington. This strategic initiative aims to create a commercial ecosystem that enables food and drink manufacturers to access university infrastructure, services, and expertise. The BDM will work closely with internal stakeholders (e.g. UNIP, Estates, FSI, FIC, SoB) and external partners to develop a sustainable model for space rental, service provision, and collaborative innovation. The role will drive income generation, enhance industry-academic engagement, and support the University's Research & Knowledge Exchange Strategic Delivery Plan.

| | Main responsibilities (Primary accountabilities and responsibilities expected to fulfil the role) | % time per year |
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| 1. | Business Development & Engagement <ul style="list-style-type: none">Develop and promote a coherent sales proposition for food and drink businesses to access facilities and space on Sutton Bonington Campus.Develop and promote a coherent sales proposition for services available at SB (e.g. FIC, NCDL, SSC, FACTS).Business lead generation and facilitation of collaborative projects, and service uptake.Conduct market research to support business lead generation.Build relationships with SMEs and corporates in the food and drink sector. | 40% |
| 2. | Incubator Hub Development <ul style="list-style-type: none">Establish a working model for renting space to businesses at SB campus.Liaise with UNIP, Estates, and other stakeholders to define processes, pricing, and operational frameworks.Develop mechanisms for income sharing and sustainability. | 25% |
| 3. | Project Management & Strategic Reporting <ul style="list-style-type: none">Manage timelines, risks, and milestones for the Incubator Hub.Report progress to internal panels and stakeholders.Coordinate with service leads to ensure delivery of wrap-around services. | 20% |
| 4. | Marketing & Communications <ul style="list-style-type: none">Develop marketing materials and digital content to promote the Hub.Represent the University at external events and industry forums. | 10% |

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| | <ul style="list-style-type: none"> Support the creation of a long-term brand identity for the Hub. | |
| 5. | Any other duties appropriate to the grade and role. | 5% |

Person specification

| | Essential | Desirable |
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| Skills | <ul style="list-style-type: none"> Proven ability to engage and influence stakeholders across academia and industry. Excellent communication, negotiation, and interpersonal skills. | <ul style="list-style-type: none"> Strong understanding of business development in the food and drink sector. Experience with incubator or innovation hub models. |

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| | <ul style="list-style-type: none"> • Project management and operational planning expertise. • Financial acumen and budget management skills. • Ability to develop compelling business cases and marketing strategies. • Commitment to diversity, inclusion, and collaborative working. | <ul style="list-style-type: none"> • Familiarity with food manufacturing infrastructure and services. |
| Knowledge and Experience | <ul style="list-style-type: none"> • Experience in business development, preferably in food/agri-tech sectors. • Track record of building partnerships and generating commercial income. • Experience managing complex stakeholder relationships and cross-functional teams. | <ul style="list-style-type: none"> • Understanding of university governance and commercialisation processes. |
| Qualifications, certification and training (relevant to role) | <ul style="list-style-type: none"> • Educated to degree level or equivalent. | <ul style="list-style-type: none"> • Postgraduate qualification in business, innovation, or food systems (desirable). |
| Statutory, legal or special requirements | | |



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:

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| Valuing people | Is friendly, engaging and receptive, putting others at ease. Actively listens to others and goes out of way to ensure people feel valued, developed and supported. |
| Taking ownership | Is clear on what needs to be done encouraging others to take ownership. Takes action when required, being mindful of important aspects such as Health & Safety, Equality, Diversity & Inclusion, and other considerations. |
| Forward thinking | Drives the development, sharing and implementation of new ideas and improvements to support strategic objectives. Engages others in the improvement process. |
| Professional pride | Is professional in approach and style, setting an example to others; strives to demonstrate excellence through development of self, others and effective working practices. |
| Always inclusive | Builds effective working relationships, recognising and including the contribution of others; promotes inclusion and inclusive practices within own work area. |

Key relationships with others

