

## **JOB DESCRIPTION: Small Business Charter Business Development Manager**

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|------------------|--|
| Company          | Chartered Association of Business Schools                          |
| Current location | 40 Queen Street, London, EC4R 1DD                                  |
| Salary           | Circa £35,000 pro rata   |
| Responsible to   | Executive Director SBC, who is also Chief Executive, Chartered ABS |
| Commitment       | Full-time, 6 months fixed term contract, which may be extended     |

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**Applicants are asked to send their CV with a covering letter explaining how they meet the Person Specification. Applications should be sent by 14<sup>th</sup> December to Anne Kiem, [anne.kiem@charteredabs.org](mailto:anne.kiem@charteredabs.org). Applications without a covering letter will not be considered. Interviews: early to mid December.**

### **Purpose of the post**

This is a position for a dynamic and entrepreneurial person who can help promote the work business schools do in supporting small and growing businesses in the UK. With the Government's focus on the Industrial Strategy and productivity, this is an exciting time for the Small Business Charter (SBC). This role is responsible for developing new and current relationships with business schools and other stakeholders to advance the profile and value of the SBC.

The Small Business Charter, part of the Chartered Association of Business Schools, is a national kitemark that encourages and recognises business schools that successfully support SMEs, student entrepreneurship and drive local economic growth right across the UK. The role includes engaging with senior level business school academics, business owners, Government and other organisations at the heart of driving success for small businesses.

### **Specific Duties**

The post holder will:

1. Work with the Executive Director and the Management Board to develop and deliver plans to consolidate and grow the number of SBC Award holding business schools and raise the profile of the SBC.

2. Engage with external stakeholders, (including SMEs, government, trade bodies, and universities) to promote the SBC and develop opportunities with partners which deliver value to SBC Award holding business schools
3. Develop and maintain relationships with existing award holders, helping them to make full use of their award and ensuring they renew and re-apply for the award.
4. Develop new relationships with Chartered ABS business schools which do not already have the Charter, promoting the benefits of the SBC and helping them to promote the work they do.
5. Work with the SBC Manager and other colleagues to keep the website current and engaging and encourage SBC school representatives to supply content for the website.
6. Help drive engagement through social media platforms – Twitter, Facebook, LinkedIn, etc
7. From interactions with business schools, make suggestion for relevant events to provide for SBC Award holding business schools which will contribute revenue to the SBC
8. Maintain up-to-date and accurate relationship management contact records and the key documents required to administer the award scheme.
9. Deputise for the SBC Manager when necessary.

This job description sets out current duties of the post that may vary from time to time without changing the general character of the post or the level of responsibility entailed.

## Person Specification

### SKILLS / ABILITIES

|  | Essential | Desirable |
|--|-----------|-----------|
| Ability to initiate and develop long term working relationships with potential stakeholders.   | ✓         |           |
| Ability to manage successful, complex projects to budget without supervision and to tight deadlines.   | ✓         |           |
| Ability to communicate effectively and confidently with internal and external stakeholders and the general public, including government officials, business schools and small business owners. | ✓         |           |
| Excellent oral and written communication skills, including the ability to turn complex information into plain English.   | ✓         |           |
| Confidence to make recommendations to senior staff and to manage expectations.   | ✓         |           |
| Ability to work at a high level of confidentiality.  | ✓         |           |

|   |   |  |
|---|---|--|
| Excellent at multi-tasking and working well under pressure. | ✓ |  |
| Excellent attention to detail.                              | ✓ |  |
| Outstanding organisational skills.                          | ✓ |  |
| Ability to think creatively and under own initiative.       | ✓ |  |

## KNOWLEDGE

|  | Essential | Desirable |
|--|-----------|-----------|
| Knowledge of UK system of higher education.        |           | ✓         |
| Knowledge of UK business and management education. |           | ✓         |
| Knowledge of the Chartered ABS and its activities. |           | ✓         |
| Knowledge of the UK system of Government.          |           | ✓         |

## EXPERIENCE

|   | Essential | Desirable |
|---|-----------|-----------|
| Working in or with an SME and/or a business school                            | ✓         |           |
| Working at managerial level   |           | ✓         |
| Project management  | ✓         |           |
| Developing and implementing new ideas/ projects                               | ✓         |           |
| Working with a number of different stakeholders on a single project           | ✓         |           |
| Managing a tight budget   |           | ✓         |
| Dealing sensitively and responding appropriately to a variety of stakeholders | ✓         |           |

## QUALIFICATIONS

|  | Essential | Desirable |
|--|-----------|-----------|
| Education to degree level (or equivalent qualification). |           | ✓         |

## PERSONAL ATTRIBUTES AND CIRCUMSTANCES

|  | Essential | Desirable |
|--|-----------|-----------|
| Able to work as a member of the team and on own account.               | ✓         |           |
| Smart personal appearance.   | ✓         |           |
| Reliable and punctual.   | ✓         |           |
| Willing to travel within the UK  | ✓         |           |
| Willing to work flexibly and occasionally outside normal working hours | ✓         |           |

Nov 2018