Job Title:	Business Development Manager
Responsible to:	Director of Engagement
Line manages:	Bars, Catering, Events & Entertainments and Security
Grade:	Guild Grade F

Organisation:

This role is part of the Venues Department working collectively with colleagues delivering income generating activity including the Guild's large-scale events, bars, catering, security and technical services (sound, light & production) within the Engagement Directorate. The Engagement Directorate is one of four at the Guild, reporting to the CEO alongside the Directorates of Operations, Finance & Systems and Community & Representation

Job Purpose:

The Business Development Manager is a key role in leading, developing and supporting staff to deliver the Guild's strategic plan for students. Acting as a role model for the required standard of values, behaviour and performance, we expect managers to create an inclusive and engaging environment for all.

The Business Development Manager is required:

- To develop Venues related commercial income, in line with the Commercial Strategy, including the development of new income streams, and the efficient operations of existing income streams

- To be responsible for financial and compliance oversight, ensuring commercial operations are maximising profitability while ensuring all legal and policy compliance is consistently met

This will require a highly student and customer focused approach together with an emphasis on teamwork. The role involves extensive collaboration with internal and external stakeholders to ensure that staff and Officers are well-informed, prepared and supported to engage with students.

Success in the role will be built on good working relationships with stakeholders, acting as a strong, positive ambassador for the Guild and having a clear focus on taking action to ensure that under-represented groups can find a comfortable place here.

Generating a culture of ambitious targets and taking a strategic approach to the evaluation and development of the departments' work are key. People managers are expected to act as role models for the Guild's competency framework, which should be read in conjunction with this job description.

Key Role Responsibilities

1. To work with the Director of Engagement and Senior Management Team to ensure the successful, safe and compliant delivery and development of the Venues operations, including all licensed trade, catering operations, security and events across the Guild in order to support the strategic plan.

2. To be responsible for the identification and development of new income streams, developing P&L's and business investment cases to support decision making.

3. Using data and insight to develop and effectively implement product positioning and business development plans for the Venues offering, to ensure commercial success.

4. To develop, manage and monitor the budgets for the department (Bars, Catering, Events & Entertainments and Security) and to be responsible for ensuring budgeted targets are met or exceeded, monitoring actual performance against budget and taking immediate action as required, in accordance with the Guild's financial procedures manual.

5. To be accountable for all Venues income and expenditure and relevant targets, ensuring effective monitoring is in place across the team, and regularly reporting to the Director of Engagement, the Senior Management team and Committees are required.

6. To be responsible for the safe and compliant operation of the department, including Health and Safety Regulations, Licencing, Food Hygiene, and other relevant legislation, in line with Guild policy.

7. To lead and manage the Bars, Catering,and Events & Entertainments & Security to ensure effective cross team (Bars, Catering, Entertainments) working co-development of offers, and effective support and delivery for the wider Venues Department.

8. To act as the Guild's Designated Premises Supervisor and be accountable for ensuring that Licensable activity is managed safely and compliantly in line with Venues and Guild policy and the Licencing Act 2003.

9. To effectively lead, manage, support and develop Venues staff, ensuring effective recruitment, training, induction and development in line with the Guild's polices and competency framework is in place across the department.

10. To regularly review, evaluate and report on overall effectiveness in customer engagement. This includes preparing reports and other relevant information for the senior management team and Committees, as required.

11. To ensure effective monitoring and management of sales reports, controllable costs, purchasing and trading data are in place across the department on a daily basis, and ensure effective measures are in place to swiftly address issues and inform decision making.

12. To ensure Venues Operating policies and procedures are maintained in line with relevant legislation updates, and that staff are trained appropriately and aware of their responsibilities to ensure legal compliance.

13. To be responsible and accountable for Health and Safety management of the Venues department ensuring relevant procedures are developed and implemented effectively to maintain the safety of customers and staff, including emergency evacuation and security in line with the Guild's Health and Safety policy.

14. To have key holder responsibilities for opening, locking up and on call duties as required.

15. To oversee and review the reporting of incidents, ensuring staff are effectively trained in order to reduce the number of incidents taking place.

16. To be responsible for the management and ongoing development in relevant local and national accreditation schemes in order to benchmark and showcase Guild events, bars, security etc.

17. To oversee the delivery of quality service standards including targets and objectives for the Venue Department and be accountable for the maintenance of high levels of customer service, ensuring effective monitoring of customer care and training procedures within the department.

18. To oversee the implementation of the delivery plans for the department through the staff team, and regularly review, evaluate and report on their overall effectiveness in supporting students and customers. This includes preparing and presenting reports and other relevant information for University/Guild committees, as requested.

19. To actively look for ways to work smarter and identify service and process improvements, through research and evidence, and to recommend these to the Director of Engagement for consideration.

20. To develop and maintain effective relationships with University colleagues, internal and external stakeholders, including attending University meetings and other relevant external bodies as necessary.

21. To affiliate to relevant bodies and establish a network of partnerships and contacts at local, regional and national levels, attending trade shows, annual conferences and training to improve and develop the services and to facilitate learning and development activities where helpful for the Guilds work.

General Duties

1. To undertake appropriate induction, ongoing training and personal development as required for the role.

2. To adhere to all Guild policy with reference to HR, staffing, health and safety, data protection, environmental impact and any other specific Guild Policy which impacts upon your role or that of the team/department.

3. To be familiar with the Guild's competency framework, striving always to demonstrate the positive behaviours which drive the highest standards of personal and organisational performance in supporting our students. People managers should aim to act in line with level 2 (manager) of the six competencies (Student and Customer Focus, Accountability, Results Focus, Inclusivity, Communication and Teamwork) and with level 1 of the 'Motivational Leadership' competency, which is designed to support staff to achieve high performance.

4. To act as a role model in portraying a positive image of the Guild both internally and externally, acting as an ambassador and displaying high standards of personal integrity and professionalism.

5. To participate as an active and accountable member of the Guild's wider management team.

6. To support the wider work of the Department and Guild, where necessary, in the event of sickness, holiday or other exceptional circumstances. This includes being available to assist with events and incidents that may occur out of normal working hours.

7. To undertake such other duties as may be reasonably required, consistent with the nature and grade of the post.

PERSON SPECIFICATION: Business Development Manager

	Essential	Desirable
EDUCATION, QUALIFICATIONS AND TRAINING		
Good general education, typically to degree standard, including Maths and English at least to GCSE or equivalent	✓	
A recognised Management/Leadership or related professional qualification		✓
Personal License holder	✓	
SIA Door Supervisor License holder		✓
SIA CCTV Licence		✓
Level 3 Food Hygiene		✓
Level 3 Award in supervising food safety and HACCP		✓
First Aid At Work Training qualification		✓
Level 3 Award in Event Management		✓
EXPERIENCE		
Experience of successfully managing and developing varied commercial operations to deliver new income streams and growth	✓	
Experience of developing and maintaining complex relationships with internal and external stakeholders	✓	
Experience of developing and managing budgets effectively	✓	
Experience of successfully managing a staff team to achieve service and quality standards	✓	
Experience of developing business cases including investment plans	✓	
Experience of managing and developing staff teams to achieve service standards and financial targets	✓	
Experience of managing incidents and conflict situations		✓
Experience of empowering others to create positive change	✓	
Experience of working effectively with others on cross-organisational projects and issues	✓	
Experience of developing and delivering events in the entertainment sector		✓
SKILLS AND KNOWLEDGE		
Up to date knowledge and understanding of legislation related to the Licensing, Food Safety, Security Industry, and First Aid At Work.	✓	

Knowledge of democratic structures and working within governance processes and documents		✓
Highly developed interpersonal skills including the ability to develop strong working relationships with a wide range of stakeholder – students, senior management, funding organisations etc.	✓	
Ability to communicate effectively with students 1-2-1 and in groups	✓	
Ability to use standard office software and digital systems	✓	
Strong communicator - able to present complex information clearly and concisely in writing and verbally	✓	
Ability to take a collaborative approach to solving problems	✓	
Ability to maintain financial records and control budgets	✓	
Ability to recruit, motivate and develop others	✓	
Ability to balance the needs of individuals and team/organisation	✓	
Ability to encourage excellence and support a learning and development culture	✓	
PERSONAL QUALITIES/BEHAVIOURS		
Highly motivated by working in a student-led, democratic workplace	✓	
Inclusivity: Celebrates and supports equality and diversity and acts as a role model in creating a welcoming and inclusive environment	✓	
Student and Customer Focus: Proactive in empowering students and improving services and opportunities	✓	
Teamwork: Open and approachable – proactively builds good relationships with people across the Guild	✓	
Accountability: Role models, supports and facilitates the team to work more efficiently and do things differently	✓	
Accountability: Attention to detail	✓	
Results Focus: Highly resilient – can maintain personal direction and motivation and support colleagues in difficult situations	✓	
Results Focus: Generates and supports an ambitious, high-quality, results-driven culture	✓	
Motivational Leadership: Actively supports people - creates a positive environment for the team and shows appropriate care, empathy and concern for others	✓	
Communication: Is able to present a case confidently and persuasively, and address sensitive issues appropriately	✓	