



**Business Development &  
Communications Manager**  
May 2024  
**Recruitment Pack**

Dear Applicant,

Thank you for your interest in this important role at the University of Lincoln Students' Union group of companies.

Predominately, as a Charity, we aim to ensure that all our members get the most out of their student experience at the University of Lincoln, whatever their interests or aspirations. We support students in numerous ways, such as facilitating a range of opportunities for extracurricular activities including sports and societies and volunteering opportunities, as well as engaging with Campaigns Groups, academic representation and running an Advice Centre advising on financial, academic, housing and wellbeing concerns. We have been blessed with a highly engaged staff team who all work to understand that they are making a real change to our members' lives every day they come to work.

In addition to our Charitable work, the Charity oversees four trading subsidiaries. These companies range from providing licensed trading facilities for Students and the local community in our Engine Shed, Towers and The Swan operations, to providing an estate agency and accreditation scheme as well as two very successful tech companies. The profits from these commercial companies are then re-invested into student opportunities and support.

The Students' Union Management System (SUMS) Ltd. Is an award winning, sector leading CRM system, developed by a Students' Union, for Students' Unions. The SUMS platform helps ensure that students at the University of Lincoln, and all other Students' Unions that have licenced out the platform, have the best possible experience during their time at university. Our in-house team of developer's custom build modules for the platform and apps to ensure the experience of the users is continually improving.

We are looking for staff who want to work in a challenging but unique sector, who have the right culture and professional standards that we need to drive the organisation forward in to the future. We have fun and aim to create an exciting, vibrant and diverse working environment, whilst maintaining high professional standards and ensuring expectations are met.

Within this role you will encompass a multifaceted portfolio of responsibilities; fulfilling a pivotal role in driving business growth and enhancing communication strategies for Students' Union Management System Ltd (SUMS).

For an informal conversation about this role, please do get in contact to arrange a time to chat!



**James Brooks**

SUMS Managing Director / ULSU Group Chief Executive

A stylized, handwritten signature in white ink on a teal background.

# Our Organisation

An SU that makes a positive and noticeable difference to the lives of our members.'

## Our Vision is to be...

A Students' Union where every Lincoln student has a great experience and is encouraged and assisted to fulfil their potential both at University and in life.

## Our Mission...

We will be an independent, democratic, membership organisation, working in partnership with the University of Lincoln to ensure that our members' voices are heard, amplified and acted upon. We will be an important part of shaping and developing our students' academic, social, sporting and working life by providing services, advice, support and representation to all that need it, so that our students can be work-ready when they graduate.

## Our Values...

### Quality

We will make sure that everything we do is to a high standard. In everything we do, we will always aim to be the best.

### Strong

We will be a strong, sustainable Students' Union that our members can trust to make their experience at Lincoln the best it can be.

### Innovative

We will pursue and creative ideas, processes, and products to drive improvements in our services and how we engage with our members.

### Inclusive

We will recognise and respect diversity and promote equal opportunities and belonging for all our members.

### Honest

We will always be honest with our members. Everything we tell them will be the truth – they can trust us.

### Dynamic

We will always respond and act quickly to any issues that affect our members, on campus, in the local community, or nationally.

## About this Role

Business Development and Communications Manager, Full-time, Permanent, 37 hours/week

Grade 7, (£38,180 per annum) plus competitive benefits including pension, holiday allowance and salary sacrifice schemes.

This is an exciting opportunity for a Business Development & Communications Manager to join a fast growing, dynamic and award-winning organisation. The University of Lincoln Students' Union is a not-for-profit, value led organisation which exists to represent the interests of the 17,000 students and support their wider student experience through extracurricular activity.

In this role you will encompass a multifaceted portfolio of responsibilities; fulfilling a pivotal role in driving business growth and enhancing communication strategies for Students' Union Management System Ltd (SUMS).

Details of this post and of all our vacancies, plus details on how to apply, can be viewed on <https://lincolnsu.com/vacancies>. If you have any queries or if you require any reasonable adjustments to be made throughout the recruitment process, please email: [recruitment@lincolnsu.com](mailto:recruitment@lincolnsu.com).

The closing date for completed applications is Friday 7th June 2024 at 12pm.

If successful, candidates will be invited to a panel interview on the 13<sup>th</sup> June 2024.

The University of Lincoln Students' Union is committed to being an equal opportunities employer.



# Job Description

JOB TITLE: Business Development and Communications Manager	DEPARTMENT: Students' Union Management System (SUMS) Ltd.
LOCATION: SUMS	REPORTS TO: Chief operating Officer
SALARY: Grade 7 (£38,180 per annum), Permanent, Full Time, 37 Hour per week	DATE: May 2024

Key Responsibility 1
<p><b>Business Development</b></p> <ul style="list-style-type: none"> <li>To oversee the development and delivery of the Business Development function; aligned to organisational strategic objectives and priorities.</li> <li>To actively identify and pursue new business opportunities, partnerships, and collaborations to expand the market presence of SUMS Ltd. to increase and diversify commercial revenue streams.</li> <li>Alongside the Chief Operating Officer, propose and develop a tailored strategy (and associated business plans) to introduce the SUMS product and services within a new market segment.</li> <li>To establish and foster connections outside of the Students' Union sector to introduce best practice and alternative approaches to SUMS products and services.</li> <li>To build and nurture a portfolio of future sales prospects within the pipeline through exceptional relationship management.</li> <li>To oversee the management and coordination of tender submissions (from initial enquiry to completion), and facilitate the post-tender debriefing in consultation with the Group Chief Executive and Chief Operating Officer</li> <li>To evaluate the feedback from tender responses and translate insights into actionable strategies and recommendations for future improvements.</li> <li>To monitor and track KPI's related to Business Development including Customer Acquisition Cost (CAC), Customer Lifetime Value (CLV) and conversion rates.</li> <li>To prepare and provide accurate and up-to-date reports and presentations on KPI's to senior management and stakeholders; communicate Business Development performance, insights and recommendations inform both short and long-term planning.</li> <li>To undertake financial planning and forecasting activities, alongside the Chief Operating Officer, to provide detailed and accurate anticipated income and expenditure from SUMS Ltd. commercial revenue streams.</li> </ul>
Key Responsibility 2
<p><b>Business Intelligence and Insights</b></p> <ul style="list-style-type: none"> <li>To conduct market research and analysis to identify emerging trends, competitive landscapes, and potential areas for growth and development.</li> <li>To develop, foster and maintain strong relationships with key stakeholders (including customers, partners, and industry influencers) alongside connections outside of the Students' Union sector (e.g. 'Not-For-Profit/Charity sector) to understand their needs and requirements to shape future system developments.</li> <li>To translate market insights into actionable strategies and recommendations to drive business growth and competitive advantage.</li> </ul>

- To research and propose commercialisation opportunities (including potential commercial advertising and sponsorship) to provide additional income generate opportunities to those utilising SUMS System.
- To creatively communicate the value of the data within the SUMS System; fostering opportunities for organisations to share best practice and knowledge around data usage.
- To analyse and utilise existing data within the SUMS System (across all partner organisations) to communicate and share market trends and insights from with key markets.

### Key Responsibility 3

#### Marketing and Communications

- To oversee the delivery of a comprehensive communication strategy, in partnership with the Chief Operating Officer, to enhance brand awareness and reputation of SUMS Ltd.
- To enhance the profile of SUMS Ltd. as a reputable and informative source of knowledge for Students' Unions and support the growth of the wider Students' Union sector.
- To organise networking events, seminars, and workshops to enhance the profile of SUMS Ltd. and add tangible value to existing and prospective clients.
- To create engaging content for various channels and audiences (internal and external); including newsletters, blogs, press releases, marketing materials and publications (physical and digital), social media and website.
- To promote SUMS products and services within the Students' Union sector and beyond through the delivery of appropriate and relevant content.
- To manage and coordinate external communication activity ensuring corporate messaging is aligned to the SUMS vision and values.
- To monitor and analyse communication metrics to measure the effectiveness and impact of communications amongst key audiences' segments.
- To support the creation, development, and delivery of a brand, in partnership with the Chief Operating Officer, to introduce and market the SUMS System within a new market segment.
- To coordinate and actively contribute to the planning and presentation of tender documents ensuring high-quality bid writing and visual communication.

### Key Responsibility 4

#### Customer Experience

- To develop and implement a Customer Experience Strategy, in partnership with the Chief Operating Officer, to deliver exceptional experiences and build long-term relationships with partners to drive loyalty and advocacy.
- To listen and act, alongside the Customer Relationship Manager, to feedback from key stakeholders to inform developments and product solutions that fulfil the requirements of SUMS users; both at present and in the future.
- To collaborate with internal and external teams to develop tailored solutions and proposal to meet the needs of current clients and address product development opportunities.
- To act as point-of-contact for potential SUMS users, help grow the user network and promote SUMS features and capabilities.
- To ensure that Customer Management Systems and data capture mechanisms are fit for purpose, alongside the Customer Relationship Manager, to support the effective delivery of core processes and meet the needs of current and future customers.

- To provide line management to the Customer Relationship Manager and assistance with their on-going personal development.

In addition, undertake such duties as may reasonably be requested and that are commensurate with the nature and grade of the post.

## Additional Information

Scope and Dimensions of The Role	<ul style="list-style-type: none"><li>• Work in a manner that reflects the values of the organisation as shown in the Union's constitution and strategic plan, and in line with Union policies and procedures.</li><li>• Promote a positive image of the University of Lincoln Students' Union at all times.</li><li>• Keep abreast of relevant national and local developments and attend conferences, training events and meetings as necessary.</li><li>• Maintain confidentiality in respect of all areas of the job responsibilities and be aware of current policy relating to current Data Protection Legislation.</li><li>• Engage in appropriate training programmes as identified by your line manager.</li><li>• Participate in the staff performance and development review scheme.</li><li>• Actively follow and promote Union policies.</li><li>• Some attendance at meetings outside normal office hours may be required to meet the needs of students and a flexible approach to working is essential.</li><li>• Develop strong relationships with members of the Union's Senior Management Team.</li><li>• To undertake such other additional duties as may be required from time to time within the overall scope of the appointment as directed by the Senior Management Team.</li></ul>		
Key Working Relationships	<ul style="list-style-type: none"><li>• Chief Operating Officer</li><li>• Director of Technical Development</li><li>• Customer Relationship Manager</li><li>• Internal Staff Teams (Product Development/Technical Development)</li><li>• Lincoln Students' Union Staff Team</li></ul>		
External Contacts	<ul style="list-style-type: none"><li>• SUMS Users – Students' Union Contacts</li><li>• External Service Providers/Contractors</li><li>• External Organisations (including those within the Not-For-Profit Sector)</li></ul>		
Author	J.E Gregory-Gallagher	Date Published	May 2024



# Person Specification

Selection Criteria	Essential (E) or Desirable (D)	Where Evidence Application (A), Interview (I), Task (T), References (R)
<b>Qualifications:</b>		
<ul style="list-style-type: none"> <li>Degree in Business Development, Marketing, Communications, or related field.</li> </ul>	E	A
<ul style="list-style-type: none"> <li>CIM Marketing Qualification or equivalent.</li> </ul>	D	A
<b>Experience:</b>		
<ul style="list-style-type: none"> <li>Proven experience in developing and implementing successful business development strategies; preferably within the charity sector.</li> </ul>	E	A, I, T
<ul style="list-style-type: none"> <li>Demonstrated experience in developing and executing effective communications strategies across a variety of channels.</li> </ul>	E	A, T
<ul style="list-style-type: none"> <li>Experience of creating marketing content for a variety of channels.</li> </ul>	E	A, T
<ul style="list-style-type: none"> <li>Experience of successfully managing competing priorities and a challenging workload within a high-pressure environment.</li> </ul>	E	A, I
<ul style="list-style-type: none"> <li>Experience of partnership working at a strategic level.</li> </ul>	E	A, I
<ul style="list-style-type: none"> <li>Experience of working with commercial partners</li> </ul>	E	A, I
<ul style="list-style-type: none"> <li>Experience of financial forecasting and planning.</li> </ul>	E	A, I
<ul style="list-style-type: none"> <li>Experience of strategy planning and delivery.</li> </ul>	E	A, I
<ul style="list-style-type: none"> <li>Experience of working within the Students' Union sector or other 'Not for Profit' sector.</li> </ul>	D	A, I
<ul style="list-style-type: none"> <li>Experience of working within the technology sector.</li> </ul>	D	A
<b>Skills and Knowledge:</b>		
<ul style="list-style-type: none"> <li>Proven ability to identify and source new market and growth opportunities.</li> </ul>	E	A, I
<ul style="list-style-type: none"> <li>Proven ability to plan and deliver against targets.</li> </ul>	E	A, I
<ul style="list-style-type: none"> <li>Proven ability to network confidently, creatively, and flexibly with a wide variety of stakeholders and organisations.</li> </ul>	E	A, I
<ul style="list-style-type: none"> <li>Ability to persuade, motivate and influence effectively.</li> </ul>	E	A, I

<ul style="list-style-type: none"> <li>• Exceptional written and verbal communication skills for a variety of stakeholders.</li> </ul>	E	A, T
<ul style="list-style-type: none"> <li>• Excellent presentation preparation and delivery skills.</li> </ul>	E	A, I
<ul style="list-style-type: none"> <li>• Excellent interpersonal skills, with the ability to effectively lead and collaborate with cross-functional teams.</li> </ul>	E	A, I
<ul style="list-style-type: none"> <li>• Exceptional analytic skills.</li> </ul>	E	A
<ul style="list-style-type: none"> <li>• Excellent project management and organisation.</li> </ul>	E	A, I
<ul style="list-style-type: none"> <li>• Experience of working in a fast-paced, commercial environment with a track record of delivering high-quality work that delivers positive results.</li> </ul>	E	A, I
<ul style="list-style-type: none"> <li>• Ability to manage multiple priorities, adhere to deadlines, and iterate quickly in a highly collaborative, fast-paced environment.</li> </ul>	E	A, I
<ul style="list-style-type: none"> <li>• Experience working in an Agile Development Environment.</li> </ul>	D	A
Competencies & Personal Attributes:		
<ul style="list-style-type: none"> <li>• Dynamic, creative personality, effective at engaging and influencing a variety of audiences.</li> </ul>	E	A, I
<ul style="list-style-type: none"> <li>• Excellent attention to detail and an intuitive eye for customer needs.</li> </ul>	E	A, T
<ul style="list-style-type: none"> <li>• Ability to create and foster professional relationships.</li> </ul>	E	A, I
<ul style="list-style-type: none"> <li>• Excellent time and project management skills.</li> </ul>	E	A, T
<ul style="list-style-type: none"> <li>• Creative problem-solving skills.</li> </ul>	E	A, I
<ul style="list-style-type: none"> <li>• Confident strategic thinker with the ability to translate insights into actionable plans.</li> </ul>	E	A, T
Business Requirements:		
<ul style="list-style-type: none"> <li>• May be required to work the occasional evenings and weekends</li> </ul>	E	A, I

Essential Requirements are those, without which, a candidate would not be able to do the job.

Desirable requirements are those which would be useful for the post holder to possess and will be considered when more than one applicant meets the essential requirements.

Please refer to the Guidance for Applicants accompanying this Recruitment Pack for further information.

# Guidance for Applicants

## Equality & Diversity

The University of Lincoln Students' Union is committed to ensuring all applicants have an equal opportunity when going through the recruitment process. As such, to ensure a fair process, this guidance document has been created to ensure all applicants have the same information. At any point during the recruitment process, if you require any help or reasonable adjustments made during the process, then contact [recruitment@lincolnsu.com](mailto:recruitment@lincolnsu.com) where a member of the HR Department will help you as best as they can.

## Data Protection

Information provided by you in your application may be copied for use during the recruitment process. Once the recruitment process is completed, the data supplied by unsuccessful applicants will be stored for at least 6 months and will then be destroyed. The application of the successful candidate will be retained and used as part of the employee's personnel file.

## Applicant Declaration

The applicant declaration form is available to download from our website <https://lincolnsu.com/vacancies/staff>. Please ensure that this is filled out accurately as your application will not be processed if it is incomplete from question 2 onwards. Any information provided in this section will not be used as part of the application process and will be removed to ensure no bias by any members of the panel.

Please let us know if any adjustments are necessary to any part of the recruitment process in order to cater for a disability. If you are offered the position, any adjustments that may be required will be considered in consultation with you. Please contact the HR Department on [recruitment@lincolnsu.com](mailto:recruitment@lincolnsu.com) if you wish to submit your application in an alternative format.

## CV and Cover Letters

Along with an Applicant Declaration form, applicants must submit a CV and Cover Letter to be considered for a vacancy. Any information that you wish to be included in the application process must be included in the CV and Cover Letter. There may be certain situations whereby additional supplements will be accepted, such as portfolios, but these will be requested on the job advert.

## Rehabilitation of Offenders and Disclosure

You are required to list any convictions that are not spent under the Rehabilitation of Offenders Act 1974. These will not be taken into consideration unless they are relevant to the duties of the post. If you need any further guidance, please contact the address on the previous page. Under the Police Act 1997, a Disclosure may be required from the Criminal Records Bureau prior to the confirmation of an appointment. A copy of the Criminal Records Bureau Code of Practice on Disclosure is available on request.

## Education & Training

On your CV, you should include any formal education that you have received, with grades. E.g. University, Sixth Form, etc. As well as the details of any professionally accredited training courses

that you have completed, with details of professional membership bodies, including any membership expiry dates if applicable.

### Details of Relevant Training Courses Attended

Please also include any personal development courses in your application, such as First Aid, or Microsoft Suite training, along with the expiry date if applicable and the training provider if different to your most current place of employment.

### Employment

Please provide details of your current/most recent employment, along with any notice period required. Then please provide a summary of your main duties and responsibilities within your role. This section does not need to be too long but a brief outline of what you did within your role.

### Previous Employment

Please include information on your employment and voluntary history for the past 10 years, including length of employment, what the role was, and key responsibilities during that employment. Each section regarding key responsibilities does not need to include too much information, but just a brief overview of your main duties.

### Experience

You should explain how your previous experience will allow you to fulfil the role you are applying for. The Job Description and Person Specification, which can be downloaded from the vacancy page, will help you tailor your experience for the role that you are applying for.

### References

On the applicant declaration form, please ensure that you provide contact information for two references, with at least one being from your current or most recent place of employment. We understand that you may not wish for references to be contacted in case you feel that it would affect your current employment. As such, we would like to assure you that we will not contact references unless you are offered the role and then only once we have received signed and written consent from yourself that you are happy for your references to be contacted