

Job Description

Business Development Manager
Professional Services

Research Innovation and Business Engagement



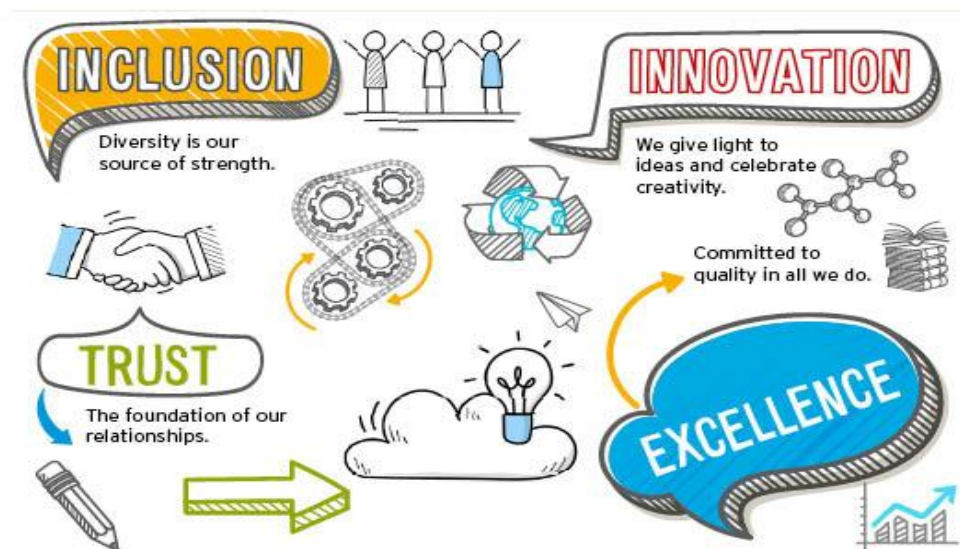
Brief summary of the role

Role title:	Business Development Manager
Grade:	9
Faculty or Directorate:	Research Innovation and Business Engagement
Service or Department:	Professional Services
Location:	Main Campus/West Yorkshire Manufacturing Services
Reports to:	Head of Business Engagement
Responsible for:	
Work pattern:	Full time / flexible pattern by agreement

About the University of Bradford

Values

At the University of Bradford, we are guided by our core values of Excellence, Trust, Innovation, and Inclusion. These values shape our approach and our commitment to making diversity, equity, and inclusion part of everything we do – from how we build our curriculum to how we build our workforce. It is the responsibility of every employee to uphold the university values.



Equality, Diversity, and Inclusion (EDI)

We foster a work environment that's inclusive as well as diverse, where staff can be themselves and have the support and adjustments to be successful within their role.

We are dedicated to promoting equality and inclusivity throughout the university and have established several networks where individuals can find support and safe places fostering a sense of belonging and acceptance. We are committed to several equality charters such as Athena Swan, Race Equality Charter, Disability Confident and Stonewall University Champions Programme.

Health, safety, and wellbeing

Health and Safety is a partnership between employee and employer each having responsibilities, as such all employees of the University have a statutory duty of care for their own personal safety and that of others who may be affected by their acts or omissions.

It is the responsibility of all employees that they fulfil a proactive role towards the management of risk in all of their actions. This entails the risk assessment of all situations, the taking of appropriate actions and reporting of all incidents, near misses and hazards.

Managers should note they have a duty of care towards any staff they manage; academic staff also have a duty of care towards students.

All colleagues will need to ensure you are familiar with any relevant Health and Safety policies and procedures, seeking advice from the Central University Health and Safety team as appropriate.

We are registered members of the University Mental Health Charter. This visibly demonstrates our commitment to achieving cultural change in student and staff mental health and wellbeing across the whole university, whilst supporting the vision of our People Strategy to create a culture and environment of transformational diversity, inclusion and social mobility, creating a place where our values come to life and are evident in our approach.

Information governance

Employees have a responsibility for the information and records (including student, health, financial and administrative records) that are gathered or used as part of their work undertaken for the University.

An employee must consult their manager if they have any doubts about the appropriate handling of the information and records with which they work.

All employees must always adhere to data protection legislation and the University's policies and procedures in relation to information governance and information security.

Employees will be required, when and where appropriate to the role, to comply with the processing of requests under the Freedom of Information Act 2000.

Criminal record disclosures and working with vulnerable groups

Depending on the defined nature of your work and specialist area of expertise, the University may obtain a standard or enhanced disclosure through the Disclosure and Barring Service (DBS) under the Rehabilitation of Offenders Act 1974.

All employees of the University who have contact with children, young people, vulnerable adults, service users and their families must familiarise themselves, be aware of their responsibilities and adhere to the University's policy and Safeguarding Vulnerable Groups Act 2006.

The University is committed to protect and safeguard children, young people and Vulnerable Adults.

Suitable applicants will not be refused positions because of criminal record information or other information declared, where it has no bearing on the role (for which you are applying) and no risks have been identified against the duties you would be expected to perform as part of that role.

Role holder: essential and desirable attributes

Qualifications

Essential	English and Maths at GCSE/O level
Desirable	- Degree, postgraduate or professional qualification in engineering, business, management or marketing - Chartered or Incorporated Engineer status (or working towards), or membership of a relevant professional body (e.g. IMechE, IET, CIM)

Experience, skills, and knowledge

Essential	- Proven experience of business development, account management or technical sales with manufacturing businesses, including SMEs, with a track record of building and converting an opportunity pipeline - Working knowledge of industrial robotics and automation (e.g. industrial robots and cobots for machine tending, palletising, welding, intralogistics and inspection), sufficient to hold credible conversations with production managers, system integrators and OEMs - Experience of building relationships with business intermediaries which could include combined authorities, growth hubs, trade bodies, supply chain networks and finance providers - Clear written and oral communication skills, with the ability to present confidently and influence audiences ranging from shop-floor staff to company directors
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	• Experience of planning and delivering engagement activity such as events, site visits, webinars and demonstrations • Ability to plan and manage own workload across multiple sites and competing priorities to meet deadlines • Good IT skills
Desirable	• Understanding of the organisational, financial and technical barriers that SMEs face in adopting new technology, and of how to help a business build a credible investment case (e.g. ROI, payback, risk) • Experience of qualifying opportunities against defined criteria and progressing clients through a structured, stage-gated process from first contact to implementation • Experience of working in multi-partner projects spanning universities, industry and/or the third sector, and of coordinating activity across organisational boundaries • Experience of maintaining accurate CRM records and reporting performance against KPIs and targets • Pre-sales or applications experience with a robotics integrator, automation supplier or OEM • Knowledge of the Yorkshire manufacturing base and regional business support landscape (e.g. Made Smarter, WYCA, SYMCA and growth hubs) • Knowledge of reporting, monitoring and audit requirements for publicly funded projects and business support programmes, e.g. Innovate UK, including awareness of subsidy control • Experience of developing chargeable services, membership schemes or other commercial offers • Awareness of finance options for capital equipment investment (e.g. asset finance, grant schemes, regional investment funds) • Experience of producing case studies, marketing content and digital communications • Understanding of university research and innovation capabilities and routes to industry collaboration, e.g. Knowledge Transfer Partnerships

Personal attributes

Essential	• Highly motivated, committed and effective team member, capable of leading by example • Customer-focused, credible and approachable with manufacturing businesses of all sizes • Self-starting, with the ability to work on own initiative and represent the Hub independently • Full UK driving licence and access to a vehicle for business travel • Commitment to building positive, collaborative working relationships across partner organisations • Commitment to impartial, ethical advice that puts the needs of the client business first • Ability and willingness to undertake regular travel to partner and client sites across Yorkshire, and to be based for a significant proportion of the week at the Hub (WYMS, Brighouse) • Commitment to equal opportunities and understanding of the University's commitment to Equality and Diversity • Commitment to own and others' development • Enthusiasm for the role of technology in improving productivity, job quality and the competitiveness of UK manufacturing
Desirable	• Ability to communicate comfortably in front of large audiences

Main purpose of the role

The Business Development Manager is a core member of the Yorkshire Robotics Adoption Hub, a 42-month Innovate UK-funded programme led by the University of Bradford and delivered in partnership with West Yorkshire Manufacturing Services (WYMS), the University of Huddersfield, Olympus Technologies and a wider network of integrators, OEMs, end users and regional stakeholders. The Hub helps manufacturing SMEs across Yorkshire move from an interest in robotics to successful deployment of proven, commercially available systems, taking ownership of the feasibility, business case and specification stages where most SME automation projects stall.

The role holder is responsible for building and converting the Hub's pipeline of manufacturing businesses. Working between the Universities, the Hub's operational base at WYMS in Brighouse, and the Robotics Integration Companies, they identify and engage SMEs, qualify opportunities against the Hub's stage gates, and act as the impartial, vendor-neutral point of contact that guides each business from first engagement through feasibility study, investment case and supplier selection to deployment and aftercare. They coordinate input from Hub engineers, the embedded university technical associates, integrators, OEMs and finance providers around each client need, and connect businesses with wider University of Bradford research, innovation and skills capability where appropriate.

The post holder also plays a key role in developing the Hub's commercial model and long-term sustainability, helping to design and test chargeable services such as membership, training, technical support and aftercare. Their performance will be monitored against the Hub's targets of engaging 300+ manufacturers, delivering 80 feasibility studies and enabling at least 30 robotics deployments, together with the conversion rates, private investment leveraged and economic impact achieved by supported businesses.

Main duties and responsibilities

- To lead the development and implementation of the Hub's business development and engagement strategy, working closely with the Programme Director and Project Partner Leads, and to continuously refine the Hub's stage-gated adoption pathway, qualification criteria and processes in light of performance data and market feedback.
- To take decisions on the progression of client businesses through the Hub's stage gates, including scoring entry to feasibility study and agreeing the scope, deliverables and resourcing of studies, escalating only exceptional cases to the Programme Director.

- To negotiate terms of engagement with client businesses, integrators and delivery partners, including service agreements, confidentiality agreements and, where relevant, the treatment of intellectual property, applying commercial acumen and recommending acceptable terms to the University's Authorised Signatories in line with project development governance requirements.
- To manage the Hub's engagement and events budget, ensuring spend is planned, monitored and reported in line with Innovate UK and University financial regulations.
- To lead the generation, qualification and management of the Hub's SME pipeline, identifying manufacturing businesses across Yorkshire (with a focus on the M62 and M1/A1 corridors) that could benefit from robotics and automation, and progressing them through the Hub's stage-gated adoption pathway.
- To act as the primary, impartial point of contact for client businesses, understanding their operations, challenges and objectives, and applying the Hub's pre-qualification and ROI criteria to determine readiness and the most appropriate route of support, signposting businesses that are not yet ready to wider WYMS or University support.
- To coordinate feasibility studies and business case development, working with Hub delivery engineers and the embedded technical associates from the Universities of Bradford and Huddersfield to scope studies, agree deliverables with clients and ensure outputs (including ROI models and User Requirement Specifications) are investment-ready.
- To broker vendor-neutral relationships between client businesses and the Hub's network of system integrators, OEMs and technology providers (including Olympus Technologies, AIR (Sewtec), Adelphi/Karmelle and Omron), supporting fair and transparent supplier selection and maintaining the Hub's independence at all times.
- To connect businesses with appropriate finance providers and funding routes (e.g. Finance for Enterprise, regional funds, Made Smarter), helping them to present credible, investment-ready propositions.
- To develop and manage relationships with regional stakeholders and intermediaries, including West Yorkshire Combined Authority, South Yorkshire Mayoral Combined Authority, Made Smarter Yorkshire & Humber, trade bodies and business networks, ensuring the Hub complements rather than duplicates existing provision and receives referrals from across the region.
- To work with anchor manufacturers and lighthouse sites (including Myton Food Group, Groupe Atlantic, Sylatech and Siddall & Hilton) to engage their supply chains, and to arrange site visits and demonstrations that give SMEs visibility of successful adoption in real production environments.
- To plan, promote and deliver engagement activity with the Hub team, including the annual conference, showcase events, webinars, themed sessions and demonstrator visits at WYMS and partner sites, and to contribute to case studies, marketing materials and digital communications.
- To track post-deployment outcomes and support aftercare and repeat adoption, capturing baseline and post-installation data on productivity, quality and workforce impacts to evidence the Hub's results.

- To identify workforce and skills needs within client businesses and refer them to the Hub's training, CPD and apprenticeship provision, including the University's Manufacturing Degree Apprenticeship.
- To lead the design, testing and refinement of the Hub's sustainable commercial operating model, including membership and subscription offers, chargeable feasibility and technical services, training, aftercare and supplier finder fee arrangements, developing pricing proposals and business cases for approval by the Operational and Governance Boards.
- To maintain accurate, timely records of all engagements in the Hub CRM system, and to provide regular pipeline, conversion and KPI reports to the Programme Director, Project Manager, Operational Board and Governance Board.
- To identify opportunities arising from Hub engagement for further collaboration with the University of Bradford, including collaborative research, Knowledge Transfer Partnerships, consultancy, Innovate UK proposals and skills development, and to support academic colleagues in developing these relationships.
- To ensure compliance with Innovate UK reporting, monitoring and audit requirements, subsidy control rules, data protection legislation and client confidentiality agreements in all engagement activity.
- To contribute to the Hub's evaluation, annual reports and final impact and policy report, including the evidence base and blueprint for replicating the Hub model in other UK regions.
- To engage in relevant personal development to keep up to date with developments in robotics, automation and industrial business support.
- As a university citizen supporting key events throughout the year such as industry workshops, breakfast meetings and outreach events.