



Coventry University Students' Union

Job Description

Job Title:	Business Development Lead
Grade:	Grade 6
Department:	Commercial Services
Location:	Coventry, with possible occasional travel to other campuses
Responsible to:	Business Development Manager
Responsible for:	N/A

Purpose

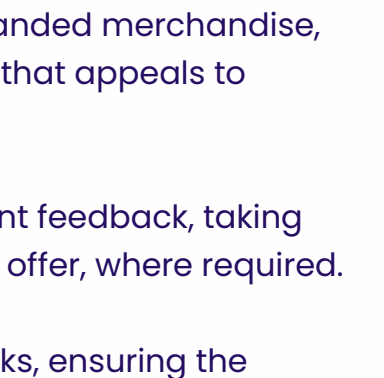

Responsible for increasing commercial revenue and achieving monthly financial KPIs.

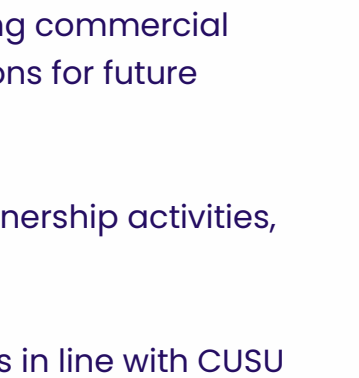
Active management and development of the branded merchandise and retail range leading sales via our known commercial channels, existing relationships and catering/retail outlets.

Leading on the operational and logistical delivery of key commercial events and partnerships, including the proofing and approving of student sponsorships and/or stall activations.

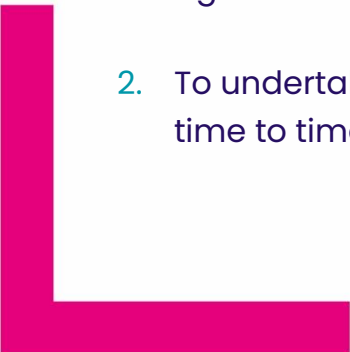
Main Duties and Responsibilities

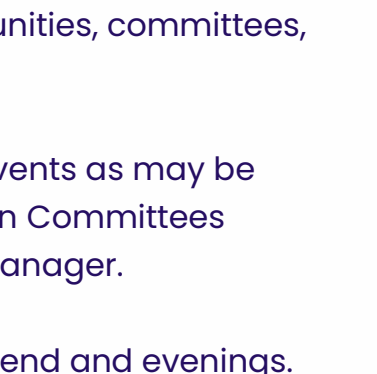
1. Proactively managing the business development pipeline; using planning cycles of two to three months in advance to support the successful delivery of KPIs and activities.

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2. Lead the development, sourcing, and sales of branded merchandise, ensuring a diverse and attractive product range that appeals to students.
 3. Proactively analyse sales data, trends and student feedback, taking ownership in refining our merchandise and retail offer, where required.
 4. Conduct monthly merchandise/retail stock checks, ensuring the relevant stock levels are held in line with the foreseeable months and/or events ahead.
 5. Identify, explore and embed our merchandise and retail range outside of our Your SU channels.
 6. Maintain a proactive approach to achieving monthly financial KPIs relating to merchandise, as set by the Business Development Manager.
 7. Coordinate commercial events, fairs, and campaigns designed to increase student engagement and enhance revenue.
 8. Assist with all the aspects of event logistics, including scheduling, budgeting, client liaison, and allergen control.
 9. Identify, develop and secure relationships with potential partners, sponsors, and advertisers to support the Students' Union and CUSU Services.
 10. Monitor partnerships to ensure deliverables are met and relationships are managed effectively, providing timely updates to stakeholders.
 11. Coordinate and influence digital and on-campus advertising efforts, collaborating with the Marketing team to maximise reach and engagement.
 12. Support the operational delivery of our media partnership agreement.
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13. Analyse and report on the performance of existing commercial activities, providing insights and recommendations for future campaigns.
 14. Monitor budgets related to commercial and partnership activities, ensuring accuracy and reporting discrepancies.
 15. Take the lead on approving student sponsorships in line with CUSU Services' wider commercial arrangements.
 16. Support the training and development of student sponsorship agreements.
 17. Support with new entrepreneurial projects and activities as and when delegated by the Business Development Manager.
 18. Network with other SUs to identify trends, opportunities, and risks within the student market.
 19. Maintain up-to-date knowledge of local business developments and competitor activity.
 20. Ensure the directorate's CRM platform is always up to date.
 21. Be willing to undertake Level 2 Food Hygiene and Food Safety qualification to support directorate if required.
 22. Support across the directorate should we need additional resources during peak times.

General Responsibilities

1. Any other duties reasonably required by the elected officers with agreement from the post holder's line manager.
 2. To undertake relevant research/development projects as required from time to time.
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3. To support and contribute to the Union's communities, committees, societies activities and campaigns as required.
 4. To attend meetings, conferences and training events as may be reasonably required, including appropriate Union Committees meetings as directed by the post holder's line manager.
 5. To work flexibly - this may at times include weekend and evenings.
 6. To abide by the Union's constitution, procedures and policies at all times.
 7. To be committed to the Union's values by being Helpful, Inclusive and Ethical.
 8. To demonstrate a commitment to equality of opportunity and diversity, together with an understanding of how it operates within the responsibilities of the post.
 9. Undertake any other duties commensurate with the grade range of the post.

I have read, understood and agree to the above duties.

Signed:

Date:

Print Name:

Person Specification and Shortlisting Criteria

Business Development Lead

All applicants must have eligibility to work in the UK

Shortlisting criteria and required experience:

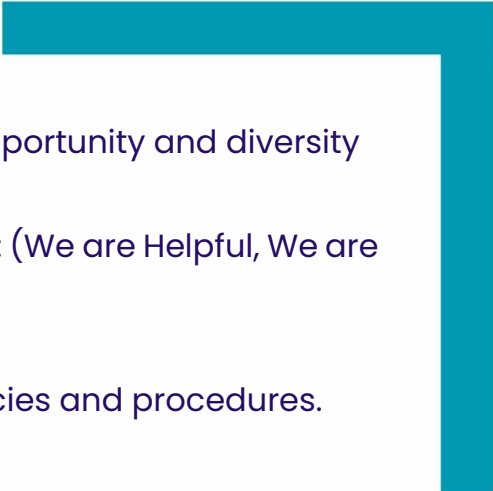
This is the list of criteria that shortlisting for interview will be based on, please ensure that you demonstrate your skill / experience in these areas in your application questions and / or CV.

1. Experience working in a business development / sales role – Essential
2. Proven track record of successfully delivering sales KPIs – Essential
3. Experience at running events: including planning and working with external stakeholders to coordinate the successful logistical delivery of events – Essential
4. Experience of retail / web sales of merchandise – Desirable
5. Highly organised and efficient with planning – Essential
6. Excellent communication skills (written and verbal) – Essential
7. Excellent IT skills (MS Office) and ideally some experience of Sales CRMs – Essential
8. Understanding of Higher Education Organisation / Students' Unions or Membership Organisations – Desirable

Essential personal characteristics:

This is a list of personal characteristics that will be needed to be successful in the role. It is provided for your information to help you decide on whether the job role suits you and the skills that we will be keen to see demonstrated at interview.

- Commercial and entrepreneurial in outlook
- Ability to work in sales target orientated environment
- Excellent interpersonal skills
- A high degree of commitment to excellent customer care
- Ability to work well in a team
- Work on your own initiative without close supervision

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- Good understanding and awareness of equal opportunity and diversity
 - Flexible approach to working hours and location
 - Willingness to champion our organisation values: (We are Helpful, We are Inclusive, We are Ethical)

All staff are expected to comply with all CUSU's policies and procedures.

