1. Job Details:

Job title: Business Development Manager
School/Support Department: School of Biomedical and Clinical Laboratory Sciences
Unit (if applicable): The Scottish Centre for Genomic Technology & Informatics (GTI)
Line manager: GTI Chief Operating Officer
Unique Job reference Number: MB/MM/08

2. Job Purpose

The Business Development Manager (BDM) manages all day-to-day business development activities in GTI to meet defined business development targets. The BDM leads on knowledge transfer through directing a programme of seminars and events. In addition the BDM develops a portfolio of commercial collaborative research projects and provides mentoring assistance in the creation and support of high-growth companies. The BDM also develops and manages an extensive network of commercial relationships through formal and informal business development activities.

3. Main Responsibilities Approx. % of time

1. Define and direct a programme of knowledge transfer events for students, academics and the business community, including conferences, workshops, seminars, training courses and newsletters. Prepare, present and chair events, providing information about post-genomic science and technology with a commercial focus, including market and technology trends ................................................. 30%

2. Specify and secure commercially-focused projects, including contract negotiation and IP management, and project manage to ensure successful delivery. Project management of staff from a wide range of scientific backgrounds drawn from GTI and collaborators to ensure delivery of industrial project goals to agreed time, cost and quality criteria. Meet financial targets to cover the cost of these projects....................... 25%

3. Proactively identify opportunities for new company creation and provide specific mentoring for prospective new business ventures companies, building up a network of support contacts .................................................................................................. 15%

4. Take a leading role in marketing and publicising GTI and the project and proactively prospect for new links within academia and business; building relationships, identifying opportunities and scoping projects. Full responsibility for managing customer care activities for the centre, including contact management .............. 10%

5. Line management of a Business Development Administrator, including task definition, supervision and personal development ................................................................ 10%

6. Conduct technology and market analysis to provide data to support commercialisation activities. Identify and protect Intellectual Property, including managing assessment of prior art. Seek new sources of funding for research initiatives, and prepare major project proposals........................................................................... 10%
4. Planning and Organising

- Maintain, monitor and revise the Business Development Operations Plans, including activity records, budgets and cash flow forecasts. Work closely with Business Development Administrator to develop detailed plans.
- Update and report on a monthly and quarterly basis to Scottish Enterprise Edinburgh and Lothian.
- Detailed events planning includes: defining the programme and anticipated audience; selecting dates, venue and speakers; writing publicity material; and supervising the detailed event organisation carried out by the Business Development Assistant.
- Co-ordinate financial and contractual matters with ERI, University Finance and the COO.
- Project management of several industrial projects, including planning and co-ordination of staff from a wide range of scientific backgrounds drawn from GTI and collaborators to ensure delivery of industrial project goals to agreed time, cost and quality criteria. This includes defining project milestones, planning resources and monitoring project progress. Projects may take up to a year to define, and from a few weeks to 2-3 years to complete.

5. Problem Solving

- Tackling major problems with the definition or organization of events e.g. discuss with senior managers and scientists in GTI to ensure there is a clear understanding of the theme of a conference; when a major event generates insufficient interest, generate options for altering the programme or timing to avoid potential embarrassment.
- From a wide range of potential commercial opportunities, identify the specific partner(s) that best matches GTI’s research interests.
- Identify how to achieve financial targets to cover the cost of the knowledge transfer events e.g. by raising sponsorship, increasing delegate numbers.

6. Decision Making

The postholder will decide all day-to-day arrangements for Business Development within GTI and recommend formal proposals, projects and programmes for approval by the COO or Director. Examples include:

- Define a programme of events, including subjects and suggested speakers, venues and gain agreement from GTI Director and COO.
- Decide on the specific content and method of marketing and publicising GTI.
- Decide on likely prospects for industrial projects and propose outline project scope.

7. Key Contacts/Relationships

Represent the commercial face of GTI to companies, ranging from local SMEs to senior managers within multinational companies. Take full responsibility for managing customer care activities for the centre, including contact management. Ensure close liaison with GTI Director, Chief Operating Officer, the University industrial liaison office ERI and Scottish Enterprise Edinburgh and Lothian.

8. Knowledge, Skills and Experience Needed for the Job

- A science or engineering degree and a minimum of five years of industrial work experience or post-doctoral research with industrial exposure.
- Understanding of Life science research, including a good grasp of fundamental science and key technologies, experience of working with biotech and healthcare industries, including activities ranging from major companies and SMEs.
- Experience of business development operations, including contact management, proposal preparation and relationship management.
- Commercial / business acumen, with a flair for establishing and building strong relationships.
- General finance and accounting practices.
- Academic culture and activities.
- Effective management skills and experience to manage own activities and ensure individual and team contributions are maximised.
- Negotiating effectively and facilitating resolution of conflict
- Excellent verbal and written communications skills
- Being comfortable operating for long periods of time outside his or her own area of technical knowledge

9. Dimensions
- Line management of Business Development Administrator
- Indirect (project) management of 3-6 staff
- Relationships with 100-300 external industrial contacts, with typically 20-30 active commercial discussions at any one time
- New projects proposal writing and subsequent project management
- Day to day management of Business Development budget of £1.58 million

10. Job Context and any other relevant information
This job requires extensive external interactions, representing a wide ranging technical field to commercial contacts within a rapidly changing and complex environment. The post-holder must represent GTI to a diverse range of contacts, from prospective students to senior industrial executives with a national and international scope.