University of Edinburgh: Job Description

1. Job Details

Job title: E-Learning Business Development Manager

School/Support Department: CMVM Postgraduate Directorate

Line manager: CMVM Director of Postgraduate & International Relations

Unique Job Reference number: MTL/20

2. Job Purpose

Facilitate and manage the development of a portfolio of e-based Masters programmes following a modular format enabling the delivery of credit bearing programme courses to postgraduate education and Continuing Professional Development markets.

3. Main Responsibilities

1. Managing all e-learning business development activities within the Postgraduate Directorate to meet targets for revenue generation and creation of new opportunities as defined by the PG Director and Assistant Principal (e-learning and e-health).  
   Approx. % of time 30

2. Managing projects including the rapidly expanding portfolio of online masters programmes to ensure successful delivery in collaboration with programme directors (including liaison with strategic, academic and support personnel and external organisations).  
   20

3. Driving University support and administrative services to innovate and provide the assistance required to enable the institution to reliably deliver online learning to large numbers of students.  
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4. Developing a template for the design and implementation of postgraduate e-learning programmes to ensure best practice.  
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5. Working closely with the College marketing officer to expedite the successful development of e-CPD/PG opportunities and establish a dominant position in a rapidly growing e-market.  
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6. Meeting financial targets to cover the costs of projects by securing funds from internal and external sources and working with programme teams to ensure effective budgetary control.  
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7. Proactively prospecting for new links out-with the University; building relationships, identifying opportunities including niche markets and scoping projects.

8. Defining and directing a programme of knowledge transfer events, including workshops, seminars, training courses and newsletters.

4. Planning and Organising
The post–holder is required to discharge a complex portfolio of challenging activities and competing priorities including:

- Project management of the implementation and delivery of e-based masters programmes to meet defined timelines and financial constraints through weekly / bi-weekly meetings with programme teams.
- Development of marketing plans and identification of new communication channels.
- Formulation of new ways of working across multiple support agencies within and external to The University including the NHS, other HEIs, pharmaceutical companies and donor agencies.
- Leading the development of funding proposals by teams of academics (2005-2006 proposals submitted: 12, successful 5).

Chair of the CMVM Postgraduate e-Implementation Group and member of the CMVM Postgraduate Strategy Group, defining the College’s strategy for postgraduate education.

5. Problem Solving

- Identifying new market areas.
- Working with programme teams to identify areas of need, provide assistance and triage to appropriate service providers.
- Mentoring University services to provide the necessary support and frameworks.
- Defining CMVM strategy for postgraduate e-based distance learning.

6. Decision Making

- **Taken independently:**
  Day-to-day implementation of priorities, as agreed with Line Manager including project management and business planning for new online Masters programmes, identification of potential partners and leading negotiation of formal contracts.

- **In collaboration with others and manager:**
  Prioritisation of agreed projects, assessment of new strategic options, team formation for projects.

- **Level of Direction Given:**
  Monthly meetings with Line Manager
  Feedback from College e-Implementation Group meetings on a quarterly basis.

7. Key Contacts/Relationships

- *University of Edinburgh:* Assistant Principal for e-Learning and e-Health, Directors of MIS, UCS, Registry and MALTS, Programme directors. Programme teams, administrative/support officers.
• **External strategic relationships**: NHS, pharmaceutical companies, funding and donor organisations, other HEIs.

**8. Knowledge, Skills and Experience Needed for the Job**
- postgraduate education in e-learning or business
- excellent understanding of the development, delivery and management of e-learning
- commercial / business acumen
- a flair for establishing and building strong relationships
- 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
- ability to maintain larger picture without losing sight of the details
- enjoying working as part of a multi-disciplinary team
- building, leading and mentoring teams

**9. Dimensions**
The post holder will:
- be based in the College of Medicine & Veterinary Medicine Postgraduate Office under the line management of the Director of Postgraduate & International Relations.
- work independently to drive the aims and objectives of the role with the guidance of the Director of Postgraduate & International Relations and the Assistant Principal of e-Learning and e-Health.
- be responsible for managing the implementation of a portfolio of e-PG/e-CPD courses in CMVM (this will include managing: business plan development, market survey, validation, course delivery, marketing).
- have responsibility for project budgets of c. £200,000 (based on securing and managing 6 projects in Year 2 @ £35,000 per project).
- convene, chair and manage a College e-Implementation Group with a membership of up to 10 academic (course organisers) and academic-related staff.
- report to the Postgraduate Management Group.

**10. Job Context and any other relevant information**
The market for e-Continuing Professional Development is dynamic and challenging. Managing the College’s entry into this market place requires keeping ahead of innovations in e-learning and understanding new ways of competing.

**11. Verification**
I agree that this job description conveys an accurate description of this job.

Manager:  
Job title  
Name  
Signature  
Date

Job holder:  
Staff number  
Name  
Signature  
Date
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