



Strathmore
UNIVERSITY

BUSINESS SCHOOL

SBS VACANCY ANNOUNCEMENT

JOB TITLE: Business Development Manager

DEPARTMENT: Executive Education

REPORTING TO: Country Director

JOB LOCATION: Strathmore Global Institute (SGI), Uganda

JOB PURPOSE: To market and sell Executive Education programs in liaison with the Country Director, while building and cultivating sustainable key relationships with potential public and commercial partners, nationally and regionally.

MAIN DUTIES AND RESPONSIBILITIES:

1. Business Development:

- Lead generation: Carrying out sales and marketing activities, identifying and following up on sales leads including marketing emails/letters aimed at generating more business opportunities for growth and development.
- Identify and attend strategic marketing activities for brand visibility and seeking new business opportunities.
- Client Relationship Management: Developing and maintaining relationships with new and existing clients, developing industry linkages so that they continue to use SGI as their knowledge partner in transforming Ugandan leaders. Continually devise ways to increase customer experience deepen client/partner relationships and maintain lasting client and partner relationships.
- Networking and SGI brand visibility and enhancing interactions with business leaders, in liaison with the marketing department.
- Internal networking activities: Attend ongoing classroom sessions, cocktails, and breakfast events to constantly seek opportunities for repeat business.
- Design Marketing Materials e.g. brochures, adverts, and e-invites in liaison with the marketing department.
- Client database management: Data mining, database update, and clean-up.

2. Budgetary Responsibility:

- Revenue Targets: seek to meet set revenue targets within stipulated financial and budgeting guidelines.
- Cost Management: Managing the cost drivers and specific line items as per the approved budget, managing the budgets, targeting a minimum of 30 % net surplus.
- Profitability Targets: Ensure set margin targets are attained for individual assignments.
- Annual budgets: Submit to the director annual budgets within stipulated deadlines.

3. Managing Reports:

- Internal management reports: Prepare and submit management reports on Executive Education activities, activity schedules, and plans to the Country Director as per agreed timelines.
- Client reports: Schedule progressive review meetings with clients and submit clients' reports on ongoing and concluded projects.
- Responsible for managing the faculty: Materials, contracts, claims forms, payments, etc
- Manage materials requested by both the faculty and participants.
- Oversee pre-program and post-program administration.
- Work closely with the Quality Assurance Department in the preparation of files and any other materials.

4. And any other tasks that may be assigned by the Country Director

JOB REQUIREMENTS

The post holder will be required to have and demonstrate evidence of the following qualifications, attributes, and skills:

- Bachelor's Degree in a Business-related course with a minimum Upper Second-Class degree award
- 3- 4 years' experience in sales. Managerial experience and a thorough understanding of the Country's corporate and & public sectors will be an added advantage.
- Ability to guide senior business leaders in designing effective solutions that will achieve desirable business results.
- Good research, planning, and reporting skills. Excellent business communication and etiquette skills with a flair for pitching.
- Ability to analyse data from various sources including a thorough understanding of how business works and where opportunities lie.

- Competence in building and effectively managing interpersonal relationships at all levels within the institution and with external stakeholders.
- Organisational, presentation, and communication skills with great attention to detail

If you are interested in the position and have the skills we are looking for, we would like to hear from you. Please forward an application letter together with a copy of your updated resume quoting '**Business Development Manager**' to the People and Culture Manager, Strathmore University Business School, on careersbs@strathmore.edu by end of the day (5.30 pm) **Thursday, 22nd March 2024.**

Due to the large number of applications, we may receive, only the shortlisted applicants will be contacted.

Please be advised that Strathmore University Business School is an equal opportunity employer and does **NOT** ask for money from applicants under any circumstances during its recruitment process. Interested applicants are encouraged to exercise caution upon receiving any such interview opportunity that requires payment of any money.