



NCUK

THE UNIVERSITY CONSORTIUM

Sales Manager

Candidate Information Pack

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ADVERT AND HOW TO APPLY

Role: Sales Manager

Starting Salary: £28,000

Location: Manchester/Home working

An exciting new role has been created, working within our growing Market Development Directorate to identify and qualify new opportunities for NCUK. The successful candidate will work in existing and new markets to meet or exceed company goals for profitable revenue growth. The role will involve extensive engagement with International markets to identify key counties for the introduction of Pathway, TNE and English Language Testing products.

NCUK is a unique organisation, founded by UK universities to provide overseas students with guaranteed access to universities through our pathway programmes. More than 35,000 students have successfully progressed to NCUK Universities by completing NCUK qualifications. Our qualifications combine the highest of academic standards with exceptional language, study and cultural skills, and are currently delivered in over 30 countries across four continents.

We offer a friendly working environment and excellent benefits, including at least 35 days' holiday and pension contributions of up to 8% of salary. This role will generally be based in our Head Office in central Manchester and may involve occasional domestic travel.

How to apply

Please apply by submitting your CV to vacancies@ncuk.ac.uk as soon as possible with a short covering message highlighting how your experience and skills meet the requirements of the job description and person specification. Your CV should be in Microsoft Word or PDF Format.

Key dates

Application deadline: Wednesday 16 June 2021

Interviews: Week commencing 5 July 2021

Please advise in your application of any dates in this week that you are not available.

Expected start date: As soon as possible, dependent on notice period

What we do

NCUK develops and maintains academic qualifications that prepare students for entry to university. The company also provides university application support services which assists NCUK students in progressing to university following the completion of their course.

NCUK franchises delivery of its academic qualifications to delivery partners, and we currently have over 80 delivery partners across 34 countries. NCUK's Delivery Partners have an average of around 30 students and our largest partnership, the Sino British College (SBC) in Shanghai, has over 1500 students registered on NCUK pathway programmes.

NCUK currently has delivery partners in the following countries:

- Algeria
- Azerbaijan
- China
- Colombia
- Cyprus
- Ghana
- Hong Kong
- Hungary
- India
- Indonesia
- Ireland
- Japan
- Kenya
- Kuwait
- Madagascar
- Malaysia
- Malta
- Mexico
- Morocco
- Myanmar
- Nigeria
- Pakistan
- Peru
- Qatar
- South Africa
- South Korea
- Taiwan
- Thailand
- Turkey
- Ukraine
- United Kingdom
- Uzbekistan
- Vietnam
- Zimbabwe

Academic Pathway Programmes

NCUK currently offers three pathway programmes:

- The NCUK International Foundation Year (IFY) is a modular qualification that prepares students for first-year entry to a wide range of bachelor degree courses. Students take a combination of three modules appropriate for their intended degree course and one of NCUK English for Academic Purposes for proof of English where needed.
- The NCUK International Year One programmes (IYOne) in Business, Engineering and Law are first year undergraduate degree level equivalent programmes that articulate into the second year of selected undergraduate degree courses at NCUK Universities. The IYOne can be combined with the IFY to form a 2+2 study programme.
- The NCUK Pre Masters Programme (PMP) provides specialised English for Academic Purposes (EAP) training and an introduction to the research skills needed for success at Masters level.

History of the Northern Consortium and current group structure

The Northern Consortium was created in 1987 by a set of northern UK universities to collaborate in the delivery of educational programmes on a transnational basis, and to support the progression or 'placement' of students from those programmes into UK universities. The Consortium operated initially as a department of UMIST, and was active predominantly in Malaysia.

The founding universities established a Charity in 1993 with the charitable purpose of the advancement of education.

In 1999 the Northern Consortium became active in China and, in 2003, established a wholly-owned operating subsidiary, NCUK, to support its commercial operations.

That structure: a Charity founded by UK universities, with a wholly-owned operating subsidiary, remains today. Within the Group:

- The Northern Consortium is responsible for fulfilling its charitable objects and public interest obligations. It does this both directly (through, for example, the provision of scholarships) and indirectly (through the operation of NCUK in delivering educational programmes);
- NCUK operates commercially both to fulfil the charitable objects and public interest obligations of the Northern Consortium, and to raise funds for the Northern Consortium.

Since 1987, the Northern Consortium and NCUK have supported over 35,000 students in their progression to a UK university.

NCUK Universities

NCUK has developed strong relationships with a number of universities, including 10 founder members of the Northern Consortium as well as additional universities in the UK, Australia, New Zealand, Canada and the USA. These NCUK Universities are the primary progression destinations for students completing NCUK qualifications:

- Adelphi University
- University of Alberta
- Aston University
- The University of Auckland
- University of Birmingham
- University of Bradford
- University of Bristol
- Brunel University London
- California State University, Monterey Bay
- Cardiff University
- UCLan – University of Central Lancashire
- University of Exeter
- University of Huddersfield
- Keele University
- University of Kent
- Kingston University London
- Lancaster University
- University of Leeds
- Leeds Beckett University
- Liverpool Hope University
- Liverpool John Moores University
- The University of Manchester
- Manchester Metropolitan University
- The University of Newcastle, Australia
- Queen Mary University of London
- RMIT University
- Robert Gordon University
- University of Salford
- The University of Sheffield
- University of South Australia
- Sheffield Hallam University
- St. George's University
- Swinburne University of Technology
- The University of Western Australia

In addition to these universities further agreements are in place with other international universities.

NCUK Staff

NCUK employs a team of approximately 40 permanent staff and buys in services from around 75 external contractors, particularly for academic development and examination activities.

Most of the staff team is based in the UK, predominantly in Manchester, with a small team based in a representative office in Beijing, China.

Job Title	New Business Sales Manager
Functional/Regional Responsibility	International
Location	Manchester/Home working
Directorate	Market Development
Reports To	Global Development Director
Line Management	None

Job Purpose

To work with colleagues across Market Development to identify and qualify new opportunities for growth for NCUK in existing and new markets to meet or exceed company goals for profitable revenue growth. The role will involve extensive engagement with International markets to identify key countries for the introduction of Pathway, TNE and English Language Testing products.

Key Responsibilities and Accountabilities

1	To manage new business opportunities working with the Global Development Director, in line with the Strategic Framework.
2	To identify prospects, leading to the development of new NCUK Delivery Partners in strategic locations and in line with NCUK's 5-year business plan. To ensure that such prospects will deliver a variety of NCUK programmes to achieve NCUK objectives and recruitment and placement targets with a focus on pathway provision.
3	To support the Global Development Director with the development of in-country degree delivery opportunities, ensuring any pathway partners with aspirations to grow are suitably advised of the opportunities.
4	To provide input on potential partners and products to inform discussions with NCUK's owner universities regarding potential partners, business locations and products and to take part in formal and ad hoc groups/meetings that draw on the expertise and experience of NCUK universities. The post holder will also facilitate and take part in formal and ad hoc meetings with owner universities, particularly during visits to the region.
5	To prepare relevant market plans to contribute towards NCUK's strategic planning process and submit progress and forecast reports as required, ensuring all data is accurate.
6	To be responsible for delivering key projects and elements of market development strategy across the country/region. To acquire, analyse and disseminate market intelligence to inform the strategy.
7	To manage the approval and contracting process for new Delivery Partners including the induction, provision of the marketing guidelines and any other training deemed appropriate/necessary.
8	To lead on the planning of market development events including representing NCUK and supporting the Global Development Director as required.

9	To lead monitoring and reporting to the Global Development Director and Market Development Director on future planning and performance outcomes.
10	To ensure the Market Development team develop appropriate collateral, (including writing/sourcing second language copy where appropriate), translating, collecting testimonials etc.
11	To liaise with Market Development colleagues on behalf of the CEO and NCUK Directors, visit arrangements for senior delegations/visitors to/from all regions, including advising on cultural issues.
12	To engage with and develop relevant relationships with external stakeholders such as authorities or Consulate/Visa section, and the British Council. To develop and maintain a network of contacts to support the needs of the business.
13	To support NCUK's product development in the identification of new academic programmes for the market, including (where required) undertaking consultation with Delivery Partners staff and providing (or coordinating) advice on qualifications and educational structure.
14	To work within the allocated budget.
15	To undertake any other duties commensurate with the status of the post, as deemed necessary by the Global Development Director.

Your job description does not define or limit your duties and you may be required to carry out other work within your abilities, either for your professional development or the business needs.

Review Arrangements

Over time the nature of the job may change. Consequently, NCUK will expect to revise this job description from time to time and will consult with the job holder at the appropriate time.

Qualifications	Essential (✓)	Desirable (✓)
Educated to degree level or equivalent qualification	✓	
Marketing or Sales Management qualification or equivalent		✓
Experience	Essential (✓)	Desirable (✓)
At least 3 years' experience of business development	✓	
Project Management Experience	✓	
Experience of working within international higher education		✓
Experience of working with pathway programmes		✓
Customer Relationship Experience (working with international students and their parents*)		✓
Skills/Knowledge	Essential (✓)	Desirable (✓)
Commercial knowledge to analyse market data and identify new opportunities		✓
Expertise at collating, analysing and disseminating market information, including statistical data	✓	
Awareness of competitor activities in international higher education		✓
Good numerical skills to understand budgets, pricing proposals and profit margins	✓	
Understanding of the British Higher Education system	✓	
Excellent interpersonal skills, including sensitivity to different cultures and the confidence of giving presentations to large audiences	✓	
Creative approach to problem-solving, and market development challenges and opportunities	✓	
Ability to make decisions and accept responsibility	✓	
Excellent administrative and organisational skills, ability to work under pressure, to deadlines and with attention to detail	✓	
Excellent Microsoft Office skills	✓	

PERSON SPECIFICATION

Market Analysis & Research skills and database management skills		✓
Fluency in English	✓	
Personal Styles or Qualities	Essential (✓)	Desirable (✓)
Ability to build strong relationships and demonstrate cross cultural awareness and understanding across a commercial, private sector and academic environment	✓	
Open to travelling within the UK & abroad and a flexible approach to working weekends and bank holidays when necessary	✓	
Creative with an entrepreneurial flair, enthusiastic and committed with high ethical standards and a positive attitude	✓	

Our Vision

To be the outstanding provider of UK university pathway programmes and placement services.

Our Mission

NCUK provides the highest quality university pathway programmes and placement support to our students, outstanding service to our business partners and a well-qualified, diverse supply of students to our university partners.

Our Values

Quality

To deliver the highest standards throughout our products, services and communications.

Integrity

To build trust and respect through fairness, honesty, equality and cultural awareness.

Innovation

To overcome obstacles and drive effective, efficient delivery with a creative approach.

Collaboration

To work together, building successful, lasting partnerships.