



**European Union**

European Regional  
Development Fund



**Harper Adams  
University**

## **JOB DESCRIPTION**

**Title of the post:** Business Development Manager - AGRI Project/Livestock-related Alliances

**Department:** Business Development Office

**Reporting to:** Clare Keegan

### **The University**

#### **Background**

Harper Adams University is the leading UK Higher Education (HE) institution focused on the land-based and food supply-chain sectors with an important national role in these subject areas.

Situated on a single campus in rural and scenic Shropshire, the University, and its surrounding area, provide an excellent working and living environment for staff and students alike, yet the University campus is only one hour from the UK's second city of Birmingham. Around 3,000 HE students attend the University, primarily on sandwich courses, which include a year-long industrial placement. Undergraduate and postgraduate degrees and apprenticeships are offered. The University also welcomes individuals who wish to undertake CPD or similar professional training to support their careers in the agri-food chain and rural industries.

The University was founded by Thomas Harper Adams in 1901 on the original farmland of the Harper Adams Estate. The University estate includes amenity areas, woodland, and a commercial farm of 205 hectares; with rented land, the total area farmed is approximately 640 hectares, spread over several locations with cereals, potatoes, forage maize and grassland carrying a dairy herd, sheep, beef, pig and poultry units.

The Privy Council awarded taught degree awarding powers to Harper Adams in 1996 and research degree awarding powers in 2006. Full University Title was granted by Her Majesty's Privy Council in December 2012. The University changed its legal status to that of a Company Limited by Guarantee in July 2012 and remains one of a small number of Universities which are Registered Charities. Her Royal Highness The Princess Royal became the University's first Chancellor in 2013.

#### **Academic Provision**

The University offers a wide range of courses including Foundation and Honours degrees, in addition to apprenticeships, and shorter awards designed to meet the continuing professional development needs of those already in the workplace. The subjects are wide ranging and cover Agriculture, Applied Life Sciences, Animal Science and Health, Business, Countryside, Engineering, Food and Land & Property Management. The University has also focused on developing its postgraduate education and research and there are a growing number of postgraduate students at both diploma, masters and PhD level.

Harper Adams has built up an international reputation for the quality of its courses and has achieved the highest possible ratings in recent Quality Assurance Agency reviews and holds a Gold Teaching Excellence Framework (TEF) award. There is active encouragement of research and the University took part in the last Research Excellence Framework (REF) exercise. 56% of our submitted research was rated either internationally excellent or world leading and 100% was rated of international quality. Our extensive programme of research and education for professionals in the land-based and food chain sectors supports a high profile of business and community reach-out work, short course delivery for businesses and technology transfer activities supported by strong industry links and partnerships with companies including Saputo Dairy UK (formerly Dairy Crest), CLAAS and Ice Robotics.

Current high-profile projects include the Hands Free Farm – following on from the world-first Hands Free Hectare autonomous farming success; controlled traffic farming and development of laser weeding.

## **Recognition**

Harper Adams is consistently positioned highly in a range of national ratings, performance measures and league tables.

The University has been the highest performing modern university in The Times and Sunday Times Good University Guide for the last five years.

In the QS World Rankings for Agriculture and Forestry published in March 2020, Harper Adams was ranked, for the third time, as first in the UK for academic reputation and second in the world for its reputation with employers.

In the 2020 Whatuni? Student Choice Awards, based on student reviews, Harper Adams won the best job prospects category for a fifth year running.

The University is one of the UK's Top 10 for student satisfaction, based on the results of the National Student Survey, and number 1 for graduate employment based on the 2020 Graduate Outcomes survey.

## **Facilities**

Harper Adams has extensive, well-equipped facilities and is constantly investing in its campus. Facilities include a range of modern teaching facilities and an extensive library, a variety of IT suites including an engineering design centre, newly extended laboratory facilities, a field laboratory and a livestock project centre, a glasshouse complex, an agricultural engineering unit with a large, covered soil working area and a number of sustainable technology installations. New facilities opened since 2017 include new laboratories, an Agri-Tech Innovation Hub and SMART Dairy Unit. A Veterinary Education Centre opened in 2021, in support of existing programmes and the new Harper & Keele Veterinary School. Capital funding to support the development of many of these facilities has been provided through the work of the Development Trust.

The University also provides a range of training and professional development opportunities via its staff development programme.

## **Catering and Sports Facilities**

The University's Students' Union operates a small gym and squash courts that staff may use on the payment of a nominal fee. The University has an open-air swimming pool, bowling green and tennis courts that are available for staff use during the summer period. A variety of University catering outlets provide access to lunch facilities on campus.

For further details about the University, please visit our website:

<http://www.harper-adams.ac.uk>

## **Agri-tech Growth and Resources for Innovation (AGRI) Project (project end Dec 2022)**

This European Regional Development Fund (ERDF) supported project seeks to address the barriers to innovation in the agri-tech/agri-food industry by providing an innovation support service focussed on companies involved with agri-tech, food manufacturing and logistics in the Marches LEP area. The support has been extensive and involves a combination of workshops and one-to-one business advice, which may include assistance with technology development or application. It also facilitates the development of a network for peer advice and SME collaboration with events facilitated at the Agricultural Engineering Precision Innovation Centre (Agri-EPI) funded through the national Strategy for Agricultural Technologies and is based at Harper Adams University. The funding will continue throughout 2022, ending in March 2023 – subject to a Project Change Request (PCR) and there are specific targets for SME development projects to be delivered during this completion period, working in collaboration with Aston University. This will account for 50% of the FTE time allocated to this role for the duration of the project.

## **Agriculture & Environment Department & Animal, Health, Behaviour and Welfare Departments – Business Development Manager (Livestock-related strategic alliances)**

The University has a group of strategic alliances which align to the workings of its Departments and seeks to manage those business relationships through this support role, which will account for 50% of the FTE time allocated to this role, followed by a full time 1 FTE allocation at the end of the ERDF project (ca. March 2023, subject to the PCR). Through collaboration with academic staff who are assigned to these strategic alliances, you will identify development opportunities for the businesses involved and grow the relationships to add value, generate new research or knowledge exchange opportunities. This post will concentrate on businesses which support the livestock and veterinary sector and will work collaboratively with colleagues who are supporting the other Departments in the Engineering, Crop Sciences and Food and Land sectors. The job holder as well as managing the relationship with the current strategic alliance partners (e.g. Alltech and ABP) will also, working with academic partners to seek out new opportunities and businesses to form relationships through knowledge exchange, research and collaboration with the ultimate aim of forming new long term future strategic alliances.

### **Main Duties and Responsibilities**

The Business Development Manager will be responsible for generating and overseeing business engagement and relationship management. Key tasks include:

The main duties of the role include:

1. Increasing Business engagement activity by attending networking events, direct telephone, email campaigns and managing referral networks such as Growth Hubs
2. Promoting the projects/strategic alliances through in person marketing, social media and events
3. Introducing and facilitating relationships between business, academic and project staff
4. Overseeing completion of AGRI project action plans and required ERDF templates
5. Manage relationships internally and information sharing with research colleagues
6. Co-develop research funding opportunities with academics and identified industry partners
7. All other duties and responsibilities commensurate with the post and the salary range of the grade.

### **Responsibilities**

The responsibilities with respect to the AGRI project focus on developing business relationships by contacting companies, encouraging attendance at workshops where the ERDF team would engage people from industry and provision of consultancy.

In more detail, you will;

- Understand the potential for innovation within the agri-tech and agri-food sectors.
- Understand ERDF policies and be able to explain these to companies.
- Take initiative in designing, developing and delivering training, seminars and events for professional audiences.
- Develop business relations by contacting companies, explaining the benefits of the ERDF project and agri-tech and agri-food technologies.
- Participate in production of publicity material including updating website information, writing case studies, final project report and technical reports.
- Engage companies in collaborative research project funding opportunities from Innovative UK, research councils and other relevant bidding and tendering opportunities.
- Liaise with the Aston University ERDF project manager.

The responsibilities with respect to the Agriculture & Environment Department & Animal, Health, Behaviour and Welfare Departments – Business Development Manager (Livestock-related strategic alliances)

In more detail, you will;

- Understand the potential for innovation within the animal and veterinary science sectors.
- Manage the current strategic alliances within the animal / veterinary sector portfolio, ensuring that they are optimized in terms of publicity and developed for a long-term relationship, identifying further research, knowledge exchange and collaborative opportunities
- Develop business relations by contacting companies, explaining the benefits of the strategic alliance with HAU in the animal science / veterinary science sector
- Participate in production of publicity material including updating website information, writing case studies, final project report and technical reports and co-developing research bids.
- Engage companies in collaborative research project funding opportunities from Innovative UK, research councils and other relevant bidding and tendering opportunities.
- Grow the number of relationships with animal science / veterinary science industry partners and eventually the increase in formal strategic alliance partners within the sector.

## Personal Specification

	<b>Essential</b>	<b>Desirable</b>
Qualifications	A degree in a physical engineering, food technology science, economics, management, animal science related subject or equivalent experience in a similar environment	Knowledge of ERDF funded projects
Experience	<p>Experience of research project management</p> <p>Experience of working with businesses</p> <p>Commercial experience - market analysis and promotion. Sales and marketing, public relations, scientific outreach activities</p> <p>Management experience- organising events, exhibitions, encouraging companies to attend events</p> <p>Experience of Technology in order to</p>	<p>Technical knowledge – Knowledge of agri-tech and/or agri-food.</p> <p>Technical knowledge of the animal science industries or Veterinary industries</p> <p>Experience of Technology transfer and innovation.</p> <p>Experience of working with academic colleagues.</p>

	<p>advise external companies and technical demand of the market</p> <p>High level of decision making</p> <p>Good negotiating skills, persuading and influencing others</p>	
Knowledge/Skills	<p>Ability to understand, assimilate and communicate complex legal obligations.</p> <p>Ability to effectively communicate deadlines to participants and ensure compliance</p> <p>Full UK driving license</p>	<p>Excellent communication skills with ability to switch between communication methods as appropriate</p>
Personal Qualities	<p>High level of organisational ability required</p> <p>Excellent interpersonal skills</p>	

## Conditions of Service

The national recommendations which have arisen from the negotiations between UCEA and the unions recognised at national level, the Joint Negotiating Committee for Higher Education Staff (JNCHES), directly affect the terms and conditions insofar as they have been adopted by the Board of Governors.

- Salary** The commencing salary will be within the range £40,927 - £44,706 per annum. The point of entry will be dependent upon relevant qualifications and experience. Salaries are paid monthly, in arrears, by credit transfer on the 28<sup>th</sup> day of the month.
- Contract Term** This is a full time, permanent contract. The employment may be terminated during the course of the contract by either party giving 3 months' notice in writing.
- Hours of Work** The routine working week is 37 hours over Monday to Friday, inclusive. There may be a requirement for overtime working from time to time and time off in lieu may be allowed for agreed hours worked in excess of 37 per week.
- Holidays** The annual holiday entitlement is 25 working days, plus 3 University closure days and Bank Holidays. Annual holiday entitlement rises to 25 working days with 5 years' service. The holiday year runs from 1 April to 31 March and in the holiday year in which the employment commences or terminates the holiday entitlement will accrue on a pro-rata basis for each complete week of service. The timing of holidays is subject to the agreement of the Line Manager.
- Sick Leave** During periods of certified sickness the post-holder will be eligible to receive sick pay in accordance with the University Sick Pay Policy. The payment of sick pay is subject to compliance with the University rules for the notification and verification of sickness absence, details of which will be provided to the successful applicant upon commencement of employment.
- Pension** The post-holder will be entitled to join the Harper Adams Group Pension Scheme and details will be provided to the successful applicant upon commencement of

employment.

**Exclusivity of Service**

You are required to devote your full-time attention and abilities to your duties during working hours and to act in the best interests of the University at all times. Accordingly, you must not, without written consent of the University, undertake employment or engagement including external consultancy, which might interfere with the performance of your duties or conflict with the interests of the University.

It follows that, regardless of whether you are employed on a full-time or part-time contract, you are required to notify your line manager of any employment or engagement which you intend to undertake whilst in the employment of the University (including any such employment or engagement which commenced before your employment under this contract). Your line manager will then notify you within 10 working days whether such employment or engagement is prohibited.

**Criminal Convictions**

The post involves the opportunity for access to children and young persons under the age of 18. For this reason, the University is entitled to consider any criminal convictions, cautions or impending case(s) that it considers to be relevant to this post.

The post is exempt from the provisions of the Rehabilitation of Offenders Act 1974. This means that applicants are not entitled to withhold information about convictions which for other purposes are “spent” under the provisions of the Act.

Applicants must therefore complete the part of the application form declaring any criminal convictions and cautions from any court or police authority. The successful applicant will have to undergo a Criminal Records Bureau check before an appointment can be made.

**References**

Candidates should ensure that they provide full details of the name and postal address of their referees. Please include e-mail addresses and telephone numbers wherever possible.

Referees should include your present, or most recent, employer.

**Application Procedure:**

All applications should be completed and submitted using the Harper Adams e-Recruitment programme at <http://jobs.harper-adams.ac.uk>

**To be submitted no later than midnight on 1<sup>st</sup> February 2022.**