

POSITION DESCRIPTION

Business Development Manager

Reports to:	Associate Dean Regional Engagement and Development
Division:	Division of Management
Tenure:	Permanent
Location:	Hamilton
Date:	26 June 2025

Vision

Ko te tangata

A research-intensive university providing a globally connected, innovative and inclusive student experience in an environment characterised by a commitment to diversity, respect for Indigenous knowledge, and high levels of community engagement.

Values

Ko te mana o Te Whare Wānanga o Waikato ka herea ki tō tātou:

- Tū ngātahi me te Māori
- Mahi pono
- Whakanui i ngā huarahi hou
- Whakarewa i te hiringa i te mahara

The University of Waikato places a high value on:

- Partnership with Māori
- Acting with integrity
- Celebrating diversity
- Promoting creativity

1. GENERAL

The Division of Management (known externally as the Waikato Management School, WMS) offers qualifications at the undergraduate, postgraduate and doctoral levels and is one of five Divisions at the University of Waikato. The Division has distinguished itself among New Zealand business schools by the relevance and the rigor of its education and its research. It is a member of an elite group of global business schools that have earned Triple Crown status – an international acknowledgement of excellence in business education.

2. POSITION PURPOSE

The Business Development Manager drives the commercial growth and external engagement of Waikato Management School's MBA and Executive Education portfolio and non-traditional income streams. Operating with autonomy, the BDM cultivates strategic partnerships, leads innovative market-driven initiatives, and implements targeted recruitment and marketing strategies. This role focuses on expanding revenue streams and enhancing the school's visibility across business, government, iwi, national and global sectors.

3. FUNCTIONAL RELATIONSHIPS

Internal:

- Associate Dean Regional Development and Development
- Director MBA
- Executive Head of Schools
- Academic and professional staff supporting MBA and Executive Education programmes
- Business Engagement Manager
- Business Planning and Insights Manager
- Operations and Delivery Manager, MBA and Executive Education
- Coordinator, MBA and Executive Education
- Divisional Managers (Programmes & Accreditation, and Students)
- Engagement and Marketing teams
- Central service teams
- Current students

External:

- Prospective and past students
- Executive Education clients and participants
- Guest speakers, employers, facilitators, and industry partners

4. KEY RESPONSIBILITIES

- Lead the identification, development, and management of strategic partnerships and client relationships that support portfolio growth and diversification.
- Conduct ongoing market research and competitor analysis to inform product innovation and positioning.
- Collaborate with academic and operational leaders to provide input into the design of market-responsive programmes and tailor potential executive offerings.
- Develop and implement targeted recruitment and marketing campaigns in partnership with the Marketing team to develop leads, drive enrolments and increase brand awareness.
- Represent WMS externally at conferences, networking events, and industry forums to elevate profile and thought leadership.
- Work closely with the Director MBA and the Operations and Delivery Manager to ensure alignment between business development and programme delivery.
- Manage financial forecasting, pricing strategies, and revenue reporting for the MBA and Executive Education portfolio.
- Facilitate knowledge sharing and support a culture of innovation within WMS.

NOTE: Staff have an annual Objectives, Development and Reflection (ODR) meeting with their manager.

5. PERFORMANCE STANDARDS

The Business Development Manager will be performing satisfactorily when:

- Achievement of annual revenue targets and measurable growth in strategic partnerships.
- Successful launch and uptake of new programmes aligned with market needs.
- Positive participant feedback with average satisfaction ratings above 85%.
- Effective collaboration across WMS units with demonstrated contribution to growth initiatives.
- Delivery of marketing and recruitment plans that meet or exceed enrolment goals.
- Transparent financial management supporting sustainable portfolio performance.
- Active external engagement enhancing WMS reputation and network reach.

PERSON SPECIFICATION

EDUCATIONAL QUALIFICATIONS

Essential

- A bachelor's degree in business, marketing, education, or a closely related field, or equivalent professional experience

SKILLS, KNOWLEDGE and EXPERIENCE

Essential

- At least 5 years' experience in business development, preferably within the tertiary education, organisational development, or executive learning sector.
- Demonstrated success in revenue generation, client acquisition, and partnership management.
- High-level communication, negotiation, and presentation skills.
- Experience in leading projects from conception through to execution and post-implementation evaluation.
- Commitment to equal opportunity and to the University's partnership with Māori as intended by the Treaty of Waitangi.
- Demonstrated awareness of Māori and Pacific cultures.

Preferred

- Familiarity with executive education programme models and client engagement strategies.
- Experience working with global, national and regional markets and cross-cultural audiences.
- Knowledge of the New Zealand tertiary education landscape and stakeholder ecosystem.

KEY COMPETENCIES AND PERSONAL QUALITIES

- **Strategic Agility:** Can anticipate future trends, translate strategy into action, and drive complex initiatives forward.
- **Commercial Acumen:** Understands market dynamics and develops business cases that balance opportunity with financial sustainability.
- **Relationship Building:** Skilled at cultivating trust and long-term collaboration with internal and external stakeholders.
- **Innovation and Initiative:** Proactively seeks out and acts on new opportunities for growth and development.
- **Resilience and Adaptability:** Able to thrive in a fast-moving environment with evolving priorities.
- **Results Orientation:** Demonstrates commitment to delivering measurable outcomes and continuous improvement.
- **Alignment to the University Values:** Commitment to diversity principles and the University's partnership with Māori as intended by the Treaty of Waitangi.

NOTE: This Position Description provides an overview of the BDM role and expectations. It may be reviewed and amended periodically to reflect evolving institutional priorities and market conditions.