UNIVERSITY OF LEICESTER

Job Summary

Job Title: Commercial Manager
Grade: 8
Salary: £51,258 to £57,666 per annum
Department: Research & Enterprise Division
Hours/Contract: Full time, fixed term contrct for 18 months
Job Family: Management and Administration
Reference: 14152

Role Purpose

This Commercial Manager role will manage a portfolio of commercial and IP activity as part of the Joint Innovation Commercialisation Office (JICO), operating between De Montfort University (DMU) and the University of Leicester (Leicester), and will report to the Head of Commercial & IP at the University of Leicester.

The role will support the active development of commercialisation opportunities arising from the innovation portfolios of both Leicester and DMU, including the prioritisation and implementation of business cases to progress activity derived from intellectual property, know-how, data, facilities and other innovation assets.

Creating income and impact from research and innovation is a strategic aim of both iniversities. This role will support the delivery of JICO's shared commercialisation objectives, including the development of licensing opportunities, spin-out companies, translational funding opportunities, investor engagement and other routes to impact.

The post holder will act as an interface between industry, investors, academics and professional services staff and will be responsible for supporting the development of new revenue and impact opportunities through JICO.

The post holder will be employed by Leicester and assigned to work as part of the Commercial & IP Team under the remit of JICO for the duration of the Contract Period.

The post holder will form part of Leicester's wider Commercial & IP Team and will contribute to the delivery of both JICO activities and Leicester's broader commercialisation, consultancy, business engagement and innovation objectives.

The post holder may be assigned responsibility for opportunities originating from either Leicester or DMU and for other commercial activities undertaken by the Commercial & IP Team. Work allocation shall be determined by Leicester according to operational priorities, workload balancing, team capacity, expertise and the objectives of JICO.

Main Duties and Responsibilities

Strategy Development and implementation
• Support for major strategic initiatives including for example:
  ○ Focused commercial support for flagship research & enterprise partnerships;
  ○ Exploitation of existing and emerging commercial partnerships and external research funding opportunities;

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Business development and partnering

- Liaise and consult with the Head of Commercial & I.P, academic researcher leaders in Colleges, Schools, Research Institutes on strategic initiatives, in order to:
    - Align Research & Enterprise Strategy priorities with external commercial opportunities;
    - Contribute to the shaping of the commercial strategy, including:
        - Identify key markets and business partners - regional, national and international including quasi government and third sector organisations
        - Identify and analyse external factors and trends in the market that will provide opportunities and/or impact on development activity
- Translate commercial strategy into a growth plan for own portfolio
- Agree annual KPIs and income targets with the Head of Commercial & I.P
- Report on achievements and progress against KPIs to commercial directors and relevant committees/boards as required
- Drive delivery of the strategic plan against agreed KPIs including:
    - Bring in revenue of circa £3 million from a portfolio of industry collaboration, technology transfer and licensing, or consultancy and professional development programmes
    - Identify, bid for and secure translational funds from Research Councils and innovation agencies
    - Identify and support business start-up opportunities from within the academic community

Service Delivery

- Actively manage a portfolio of commercial opportunities
- Business acquisition activities to include:
    - pro-actively developing new business propositions and business cases
    - pitching to potential clients
    - driving a robust sales pipeline to achieve growth targets
    - leading high value client negotiations in tandem with the Head of Commercial & IP
    - planning and leading delivery of strategic marketing for all relevant opportunities
- Strategic account management of priority business relationships and partnerships
- Build own business contact and funding networks (regionally, nationally and internationally)
- Manage commercial funds as appropriate to promote innovation and commercialisation activity (e.g. HEIF, Medical Research Council)
- Devise and deliver events with industry partners or funders to attract potential investors
- Attend relevant external events and conferences to promote and champion the University's products, services and expertise

Management

- Mentor and manage business start-ups from within the academic/student community
- Effectively lead cross functional project teams to deliver on high value, complex opportunities; making best use of team capabilities

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disability confident LEADER
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Job Summary

Internal and External Relationships

Internal

Head of Commercial & I.P., Commercial Director, RED, Pre-Award & Contracts team, Executive Director of Space Parks Leicester & Biomedical Research Centre, Executive Board, Senior Leadership Team, Academic Colleges and Schools, Professional Services: IT Services, University Legal Adviser, Finance.

External

Industry and commercial partners, business investment and venture capital communities, research & enterprise funders, UKRI, Research England, Office for Students (OfS), Government Departments, partner universities, University Hospital Leicester, NHS Trusts, Leicestershire Academic Health Partners (LAHP), regional agencies required to develop, enhance and sustain key internal and external partnerships, working closely with the Research and Enterprise Divisions Leadership Team, professional services teams and academic staff.

Planning and Organising

- Input to annual commercial strategy planning.
- Systems and processes continuous improvement planning.
- Effectively organise and prioritise a hgeacy and complex workload to meet short/medium/long-term deadlines.
- Establish clear roles and responsibilities for self and project teams and adapt work plans in response to changing circumstances.
- Set priorities in conjunction with the team and functional objectives.
- Meticulous document, data and financial management.

Qualifications, Knowledge and Experience

Essential

- Educated to degree level or equivalent or have substantial relevant experience*
- Knowledge and understanding of commercial activity in higher education*
- Experience of commercialisation of assets emerging out of strategic research activity*
- Experience of brokering profitable licensing deals for intellectual property, and the facilitationof university spin outs, CPD, consultancy and facilities service offers*
- Good understanding of and experience in business engagement and management*
- Understanding of competitor analysis, market positioning and market segmentation
- Experience in commercial deal making:writing and pricing propositions and negotiating termsand conditions with partners and/or clients*
- Extensive experience working in a commercial environment with a range of businesses and organisations (corporate, public sector, SMEs, government)*

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- Proven track record delivering results based on KPIs and bringing in new income streams and clients
- Extensive account/project management experience;providing excellent service to clients

Desirable

- A higher level degree in business or technical subject
- Recognised project management qualification (PRINCE2, PMP)
- Understanding of the academic environment; working within a higher education or industry context

Skills, Abilities and Competencies

Essential

- Strategic and analytical mindset
- Strong delivery and results oriented focus
- Articulate and convincing communicator and presenter; confident at pitching
- Ability to build and nurture sound relationships and work collaboratively with academics,industry and a wide range of stakeholders
- Ability to write persuasive and rationalised arguments (business cases and propositions)
- Negotiation and influencing skills
- Strong client focus and ability to provide value-added
- Commercial acumen and ability to handle data and contracts; attentive to detail
- Advanced problem solving and 'can-do' attitude
- Champions continuous improvement (both personal and team development and business growth)

**Criteria to be used in shortlisting candidates for interview*

Reason for Fixed Term Contract

The reason for the fixed term contract is stated in section 1.9 in the summary of contractual terms in your contract of employment.

Criminal Declaration

If you become an employee, you must inform your manager immediately, in writing, if you are the subject of any current or future police investigations/legal proceedings, which could result in a criminal offence, conviction, caution, bind-over or charges, or warnings.

Supporting University Activities

As a University of Leicester citizen, you are encouraged to support key university activities such as clearing, graduation ceremonies, student registration and recruitment open days. We encourage all

staff as citizens to work flexibly across the University if required. If supporting these activities is likely to affect your workload, please speak to your line manager in the first instance

University Values

Inclusive - We are diverse in our makeup and united in ambition. Our diversity is our strength and makes our community stronger.

Inspiring - We are passionate about inspiring individuals to succeed and realise their ambitions. We challenge our community to think differently, to get involved, and to constantly embrace new ideas.

Impactful - As Citizens of Change we will generate new ideas which deliver impact and empower our community

Freedom of Speech

The University is committed to upholding freedom of speech and academic freedom within the law throughout our recruitment processes. We ensure that all candidates are considered based on merit and suitability for the role, without regard to their lawful viewpoints or the expression of challenging or controversial ideas. Our recruitment policies and practices are designed to protect applicants from discrimination or adverse treatment on the basis of their opinions, and to foster an environment where open debate and diverse perspectives are valued as essential to our academic mission.

Equity and Diversity

We believe that equity, diversity and inclusion is integral to a successful modern workplace. By developing and implementing policies and systems that challenge stereotypes across all aspects of our work, we have a culture that recognises and values the diverse contributions of our staff which benefits everyone. Our strong values of inclusivity and equality support our efforts to attract a diverse range of high quality staff and students, and identify our University as a progressive and innovative workplace that mainstreams equality, diversity and inclusion.