



Job Title: Commercial Manager Space Park Leicester
Grade: Grade 9
Salary: £52,560 - £59,135 per annum
Department: Research and Enterprise
Contract: Permanent
Job Reference: 1559

Role Purpose

Reporting to the Commercial Director (RED), the post holder will be responsible for leading the development of commercial activity at Space Park Leicester. The Space Park Commercial Manager will be accountable for identifying, developing and delivering a portfolio of value creating products and services, contributing positively to client value and revenue growth.

This is a senior commercial role which, working with the commercial director, will produce, lead, implement and deliver Space Park Leicester’s commercial strategy. A creative and entrepreneurial approach will be adopted to maximizing profitable revenues from Space Park Leicester’s assets. Working with partners across the university you will develop the product offer and build routes to market with existing and new industrial partners.

SPL is creating a community of researchers, students, innovation agencies and businesses. It will be *the* place for space businesses to: Start, Grow and Locate. The role will: lead on the further development and execution of the industry co-location offer at SPL; oversee the development of a comprehensive business growth & innovation offer; develop new revenue generating products; and align and develop existing products.

Main Duties and Responsibilities

Planning and delivery (50%)

- Through understanding both the strategic drivers for the University in establishing the Space Park as well as the Space Park business case, create and deliver a cohesive business development strategy, encompassing national and international players, and aligning with University direction as appropriate
- The strategic marketing of Space Park Leicester to potential industrial partners and co-locating companies.
- Lead the engagement and commercial interaction with incoming businesses to Space Park Leicester.
- To lead on the creation, implementation and ongoing development of a coherent innovation offer for Space Park which meets the needs of the national & international market
- Through understanding of the existing and emerging needs of customers and the space value-chain, suggest and deliver innovative revenue-generating approaches. This is expected to range from large-scale strategic initiatives that could dramatically improve the competitiveness of the UK space sector down to smaller, more tactical campaigns
- Through market testing, ensure business development approaches are fit for purpose
- Interface with other top-line revenue generation leads, ensuring revenue approaches are optimised and consistent





- Work with the Commercial Director and other senior internal and external representatives in identifying, influencing and delivering against major funding opportunities
- Deliver a vibrant functioning space innovation community in line with Space Park objectives
- Manage the deal pipeline, ensuring resources are deployed in the most effective way
- Drive improvement in the internal business development systems and approaches, optimising upside while reducing opportunity cost

Partnering (25%)

- To identify, foster and maintain key external relationships at a senior level, both nationally and internationally, that will help deliver against the over-arching aims of the Space Park Leicester and the business plan. This should include but not be limited to strategic industrial and other partners; Airbus, Thales Alenia Space UKSA, ESA.
- To build and maintain effective partnerships with Leicester City Council’s Inward Investment team, Dock, DIT & Midlands Engine
- Developing effective internal relationships with academics and professional services to ensure that new products (Training, CPD, Talent Recruitment) are developed and marketed at SPL
- Work closely with innovation partners externally (Sat Apps Catapult, MTC, ESA, UKSA) and internally (SPRINT, LIH, EMCOE, ESA) to maximise an effective innovation offer.
- To work closely with internal stakeholders including the PVC for R&E, CEO Science Parks, Knowledge Transfer leads from all 3 colleges in addition to the Research and Business Development leads to ensure quality bids against major opportunities
- Work with key senior staff internally to influence the future strategy and direction of major funding calls

Systems, Processes and People (25%)

- Line manage and develop a team of funded innovation project leads (EMCOE, STAR).
- Through market testing, be accountable for ensuring commercialisation approaches are fit for purpose
- Propose and drive improvement in internal commercial systems and approaches (such as CRM), optimising upside while reducing opportunity cost and risk
- Be accountable for the deal pipeline, ensuring resources are deployed in the most effective way
- Implement and sustain industrial account management

Internal and External Relationships

- President and Vice-Chancellor
- PVC Research and Enterprise
- CEO Science Parks
- Commercial Director RED
- College knowledge transfer leads and Heads of College as appropriate
- Chief Marketing and Engagement Officer; the D-PVC Global Engagement and other internal functions (legal; finance etc.) including appropriate functions across RED
- Senior Central Government Stakeholders including BEIS; FCO; DIT; UKRI
- Local stakeholders such as the LLEP and City





- Senior representatives from industry
- Senior sector stakeholders including Catapults; UK Space Agency
- Maintain a network of contacts through established and routine connections, knowing who to liaise with on key issues both internally and externally
- Build a network of external peers to share and incorporate best practice

Planning and Organising

- Managing a deal pipeline, planning and delivery
- Managing a commercial budget (Additional Income growing by £20m over 10 years)
- Planning workload to ensure balance across all key accountabilities;
- Developing and delivering the business plans for portfolio products
- Managing team and staff development as required;
- Input to the annual science park business plan with revenue targets; resource requirements etc., in addition to inputting to regular monthly reporting
- Proposing and monitoring tracking measures to ensure actual revenues match or exceed forecasts
- Implementation and management of CRM

Qualifications, Knowledge and Experience

Essential

- Degree educated, ideally in a discipline relevant to the direction of the future space industry*
- Experience of working with, and influencing, strategic national innovation Programmes and Funders*
- Experience working in a complex environment in a comparable role*
- Evidence of creating and delivering a business development strategy in an emerging market, with a strong track record of revenue growth*
- Experience of initiating, creating and negotiating major (>£5m+) complex contracts with senior level contacts*
- Proven experience and track record of Board-level communications in addition to complex budget, KPI and financial reporting*
- Knowledge and experience of developing and implementing effective project management systems to deliver major opportunities
- Knowledge and experience of strategic marketing

Desirable

- A post graduate qualification in business, marketing and finance
- Experience of leading a team and line managing other members of staff
- Knowledge of the science and business eco-system of the Space sector, or a comparable industry
- Experience of major commercial development within an HE environment
- International business development experience
- Experience of marketing and selling a complex mix of technical products and service
- Experience of University financial management systems (SAP, MCIS)

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





Skills, Abilities and Competencies

Essential

- Excellent interpersonal and verbal and written communication skills with the ability to liaise and influence effectively with a broad range of senior internal and external stakeholders*
- A strategic thinker who is able to predict future sectoral direction and position the Space Park accordingly*
- A strong negotiator at senior levels, ideally with both industry and Government*
- Proven ability to draft and negotiate contracts*
- Ability to identify, build and maintain senior level strategic contacts*
- Ability to prioritise and deal with high volumes of work without supervision*
- Excellent organisational and planning skills,*
- Ability to move seamlessly from strategic discussions to detail handling*
- Ability to assess data and information, highlighting strategic trends and propose relevant action*
- Ability to create, high-quality, compelling value offers to customers*
- Willingness to work flexibly and as part of a team*

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

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.

VITAL

The University encourages all staff to live our [VITAL values](#) which are:

Valuing People, Innovators, Together, Accountable, Leaders.

Equality and Diversity

We believe that equality, 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.

