

Job Description

JOB DETAILS

Job Title:	Head of Education Reform, APAC (and Americas)	Reports to (Job Title):	Director of Commercial Strategy
Business Stream:	CPE	Division/Department:	Business Development
Job Number:		Date:	February 2023
Location:	Singapore / Malaysia		

JOB PURPOSE

To lead on the identification and development of new opportunities in a specified region(s), supporting the Cambridge based sales teams to win new business and maximise the value from existing customers, delivering growth for Cambridge Partnership for Education (CPE) and a great experience and outcome for Cambridge customers and the societies that they represent

PRINCIPAL ACCOUNTABILITIES

Accountability	% of time
<p>Generate Leads (Identify Target Customers):</p> <ul style="list-style-type: none"> • Lead and design regional CPE strategy for development of opportunities • Manage local monitoring of RFPs and ITTs through tracking of key procurement and regional education intelligence websites / portals and actively seek funding opportunities • Qualify all identified opportunities for fit against the CPE proposition and for alignment with the CPE strategy and framework to ensure resources are allocated to greatest potential value • Identify and implement the most appropriate methods of promoting CPE services to target customers in a region by leveraging or commissioning research on national strategies and initiatives, local practice, cultural norms and competitor approaches • Work with Marketing & Communications to raise the profile and credibility of the CPE team across the region(s), internally and externally, to position CPE as partner of choice for education reform services by identifying local opportunities to support the development of an annual PR strategy and its implementation through customer interactions, events, conferences, publications and marketing content e.g. contract stories • Identify suitable local consultants to work with to support relationship building and profile raising activities as well as for delivery of the projects as required • Develop expert knowledge of changes in regional education policy, media commentary, trends in requests and competitor activity to inform business development approach • Build strong relationships and work with the Data Analyst to obtain insight and business intelligence on key markets and across regional teams (English and International Education) to 	30%

<p>obtain local intelligence to identify local needs that align to CPE education reform proposition</p> <ul style="list-style-type: none"> • Liaise at the highest level of officials, supporting UK teams in Cambridge to discuss requirements, to provide education advice and to present the CPE proposition and demonstrate alignment to their needs • Develop initial business case, assess and validate opportunity and make proposal to qualify the opportunity to UK teams and leaders • Leverage data on CRM systems to enable the pipeline to be monitored and managed and to ensure visibility to potential workflow within the wider CPE team and with key internal partners <p>Solution Design and Proposal:</p> <ul style="list-style-type: none"> • Support Cambridge teams to develop new markets and grow presence • Work with the customer to develop clear technical and service requirements and complete an effective handover to Bids and Proposals • Maintain the relationship with the customer during the bids and proposal process and act as a communication conduit to the UK teams to ensure that customer needs are understood by UK teams and the case/proposal is aligned to customer needs <p>Opportunity Approval:</p> <ul style="list-style-type: none"> • Support UK teams by validating local opportunities, their alignment with CPE strategy, and propose / present to UK teams for review and approval • Identify resources required to support negotiation with customers, brief team on role and requirements and support the UK teams in preparing for meetings • Support and recommend strategy for the opportunity considering targets, contingency requirement, competition, type of opportunity and strategic importance • Maximise the chances of CPE reaching new opportunities through understanding of client context • Ensure effective customer on-boarding and transition of project to Delivery team <p>Manage Customer Account:</p> <ul style="list-style-type: none"> • Manage new relationships throughout the end to end process and work closely with lead project manager during delivery phase to ensure services are delivered on time, to quality and to the satisfaction of external and internal stakeholders. Where applicable, ensure an effective transition of the customer to the account management team • Support UK and regional teams to ensure that resources and knowledge are leveraged effectively and that the customer experience is coherent • Focused support on a great customer experience for portfolio of existing customers within a specified region(s). Maximise potential relationship value. 	<p>20%</p> <p>30%</p> <p>20%</p>
--	----------------------------------

DECISIONS AND RECOMMENDATIONS

- Provides high quality information on opportunities to pursue in their region(s) relative to CPE framework
- Determines prospecting approach and activities
- Decides how to best raise awareness of CPE proposition to the client
- Provides recommendation on the approach to the customer meetings (content, team, etc)

- Recommends opportunities ready for presentation to CPE leaders for approval
- Recommends suitable PR approach and activities to Marketing and Communications to raise profile and credibility of CPE in local context
- Recommends to CPE leaders when a new customer requires dedicated account management support

JOB DIMENSIONS

Financial Dimensions: Please provide the **numbers** that give a picture of the role

Budgets (over which you hold indirect management responsibility. Please exclude headcount)	Income (that role is responsible for supporting direct contribution to delivery of) CPE income is £2m-£7m depending on region
	Direct costs (budgets set and controlled by post holder) n/a
	Indirect costs (post holder authorises spending on budget, delegated by budget holder) CPE's costs are up to £50k
	Staff (The number and grades of staff you manage) Up to 2 Education Advisors (level 5 / 6) depending on region
Other numbers (any financial data that puts the role into context)	Recommendation of strategy, establishing appropriate contingency based on client, competition and individual opportunity

The post holder is responsible for supporting growth and identifying potential targets for a specified region(s) contributing to the achievement of CPE’s growth and market position aspirations and ultimately improving educational outcomes in their region(s).

Post holder also influences a wide range of stakeholders both internal and external.

JOB CHALLENGES

- Working internationally (time differences and other logistical challenges; cultural differences etc.)
- Identifying opportunities to enable ambitious growth
- Balancing CPE’s growth aspirations and social mission
- Managing own resources to be able to respond to rapid-response requests from a variety of clients
- Extensive travel (depending on location)

KNOWLEDGE, EXPERIENCE AND SKILLS

Qualifications	<ul style="list-style-type: none"> • Degree qualified or related experience (essential) • Post Graduate qualification (desirable), education related (preferable) • Project Management e.g. Prince2 (desirable)
Skills	<ul style="list-style-type: none"> • Establishing relationships at the highest levels of government • High degree of commercial awareness • Achieving challenging targets • Excellent negotiator with track record of successful negotiation • Ability to work under pressure to achieve deadlines and meet requirements • Ability to influence and build relationships at a senior level with customers, internal and external suppliers and employees • Ability to understand a wide range of education services and projects that vary in complexity and timeframes • Strong communicator and ability to present CPE at regional PR events and influence widely within a region(s) • Excellent networking and diplomatic skills, and the ability to follow up quickly • Agile thinker with the ability to adapt to changing circumstances through creative problem-solving • Excellent organisational and leadership skills • Legal understanding and acumen • Strong IT skills, able to operate MS Office and CRM software • Ability to leverage business intelligence to identify and deliver opportunities

Experience	<ul style="list-style-type: none"> • Proven track record prospecting, developing contracts with ministries of education, organisations with government mandates, NGOs, etc. • Significant business development experience essential, experience in the field of education desirable • Proven ability to deliver targets • Extensive experience of dealing with government and other senior-level clients across a variety of cultures and locations • Experience of presenting proposals and negotiating • Experience of building and maintaining senior relationships
Behaviours	<ul style="list-style-type: none"> • Sees and manages the bigger picture • Decisive • Results oriented • Builds trust • Acts with integrity • Inspires others • Innovative • Collaborative • Team player • Proactive with “can do” attitude • Creative approach to problem solving

This role is key in achieving success for Cambridge Partnership for Education . The role holder needs to support the UK team in developing and managing the regional strategy. Successful post holders will be experienced business development professionals with the gravitas, knowledge and confidence to engage with potential clients, network with stakeholders, build profile with donor agencies (for example World Bank, UNICEF, FCDO, etc.) and large education reform contracts. The role requires persistence, diplomacy, strategic thinking and use of professional judgement in developing and executing the strategy with minimal support. These are high risk contracts reputationally for Cambridge and the wider university and careful assessment of risk vs opportunities and management of risk mitigation activities is essential and this is led by the post holder through the business development stages.

WORKING PATTERN

Periods of intense work and long hours / weekend working likely to meet demanding deadlines for submission of accurate and high-quality winning proposals.