

JOB DESCRIPTION

Position Title	:	Business Development Manager
Department	:	Marketing and Commercial
Report to	:	President
Reportees	:	N/A
Employer	:	University of Puthisastra
Location	:	Phnom Penh, Cambodia

I. Duties and responsibilities

- Establish clear performance targets and objectives with the delivery of UPs Commercial strategy
- Create and review UPs' value propositions and unique selling points (USPs), obtain and capitalize on revenue opportunities across multi-channels
- Manage Alumni and Student volunteers to maximize revenue opportunities
- Identify and manage Sponsorships, commercial partners or other routes to market to maximize revenue and reputation success
- Work with faculties to develop Commercial Opportunities particularly Continued Professional Development, new courses and commercial contracts
- Engage with stakeholders to reach a shared understanding of the developing context for commercial services and the opportunities to drive a significant increase in commercial revenue
- With others, identify new and emerging commercial opportunities and drive business development activity to capitalize on emerging opportunities
- Maintain a broad network of contacts and to represent UP at networking events and conferences Quickly develop a good understanding of the UP research capabilities and commercial opportunities and be able to explain these to potential collaborators or develop them for commercial gain
- Lead the marketing and Commercial team to develop relevant marketing programs to support commercial initiatives
- And perform other duties as assigned

II. Qualifications and Requirements:

1. Experience:

- At least 3 years Sales / Business Development experience
- Significant experience of managing and leading commercial projects
- Good knowledge/previous experience of current approaches to medical and health education
- Experience in a health sciences, marketing and commercial environment in Cambodia or similar country would be highly regarded

2. Education:

- Bachelor's (Masters preferred) degree in commercial or similar qualification
- A successful track record of developing and launching new commercial initiatives resulting in income and surplus/profit growth and diversification

- Experience of developing sales and marketing campaigns designed to maximize profit
- Knowledge of Cambodia higher education and/or health sector is preferred
- Experience of the Health Sciences and ICT industries is preferred

3. Skills/Competencies:

- Excellent communication skills and ability to work as a team
- Excellent oral and written command of English, and Khmer would be highly regarded
- Commitment to high performance and continuous improvement
- An innovative and entrepreneurial thinker with the ability to identify and exploit new commercial opportunities
- Excellent motivational and team-building skills

The University welcomes Cambodian and international candidates