

JOB DESCRIPTION

TITLE: BUSINESS DEVELOPMENT & INSTITUTIONAL ASSESSMENT SPECIALIST (INTERNATIONAL)
PRESIDENT'S OFFICE APPOINTMENT
FULL-TIME 1.0 FTE
UP TO £42,000

REPORTS TO:

The Business Development Specialist is a President's Office appointment and reports to the President and Vice Chancellor. The role is shared equally between Business Development and University Board (UB) support, with day-to-day work coordinated with the Head of Business Development and the Head of Planning, Research and Institutional Assessment.

SUMMARY:

The Business Development Specialist will help the University grow and strengthen its international partnerships and income, with a particular focus on China and associated markets. The role is split between Business Development (comprising around 60%) and support to the President's Office and University Board on strategic and international matters (comprising around 40%).

This role interfaces and coordinates various University activities. The postholder will identify and develop partnership and income opportunities, manage relationships with partners in the UK, China, and East Asia. It is expected to provide research, analysis, and briefing that inform decisions by the President and the University Board across a range of areas. Professional fluency in Mandarin and or Cantonese Chinese and English is essential, as the postholder will work directly with Chinese partner institutions, organisations, and stakeholders in both languages.

The role is ideally suited to an individual with UK and Chinese work experience who enjoys building relationships, thinks commercially and flexibly, and wants to work across business development and strategy within a small, collaborative higher education environment.

MAIN DUTIES:

The Business Development Specialist's main duties are to:

Business Development (60%)

- Identify, research, and evaluate new income-generating opportunities with partners in China and other Chinese-medium markets, including institutional partnerships and joint programmes, validation, articulation and progression agreements, study abroad, short courses, and summer programmes.
- Prepare proposals, business cases, and market analysis to support decisions on new partnerships and initiatives.
- Develop and manage relationships with partner institutions, agents, and organisations, acting as a key point of contact and conducting discussions and correspondence in Chinese and English.
- Support the negotiation and set-up of partnership agreements, working with relevant departments.
- Maintain an accurate pipeline of opportunities and report on progress against income and partnership targets.

- Plan and support inbound and outbound delegations, partner visits, and events, including in China.
- Support and assist in-bound student programmes.
- Adapt and quality-check marketing, partnership, and communications materials for Chinese-speaking audiences, working with Marketing and Recruitment.
- Support entrepreneurship and enterprise initiatives with international partners where these generate income or strategic value.

President's Office: PRIA and University Board Support (40%)

- Provide research, analysis, and briefing papers for the President and the University Board on international partnerships, markets, and strategic initiatives.
- Support and assist the Department of Planning, Research and Institutional Assessment (PRIA) on activities including strategic plan monitoring, risk assessment, and regulatory compliance.
- Support strategic projects led by the President's Office and PRIA, from planning through to delivery and evaluation.
- Support due diligence on prospective partners and opportunities, and present findings and recommendations.
- Manage high-level relationships with Chinese partners and stakeholders on behalf of the President's Office, including acting as liaison and language support in senior meetings.
- Coordinate University Board business relating to international partnerships and strategic projects, ensuring papers are accurate, timely, and well evidenced.
- Track and follow up actions and decisions arising from the President's Office and University Board, working with colleagues across the University.

General

- Work across institutional boundaries to support wider business development, partnership, and President's Office projects and initiatives as required.
- Contribute to continuous improvement in how the University develops and manages its partnerships.
- Maintain confidentiality and handle sensitive commercial and institutional information with discretion, in line with GDPR and internal policies.
- Be alert to the significance of EDI. Adhere to health and safety policies and other institutional requirements.
- Undertake other duties appropriate to the level of the post in line with organisational needs.

LOCATION:

The Business Development and Institutional Assessment Specialist is located at the University's Chiswick Campus. Hybrid working is also supported.

SPECIAL NOTE:

Occasional international travel, including to China, and occasional evening or weekend work to support delegations and events will be required.

GENERAL:

The above responsibilities are subject to change at the discretion of the President and Vice Chancellor and shall include other responsibilities as the President may from time to time assign. The President may also, at their discretion, reassign some of the above responsibilities. The President, with the Head of Business Development and Head of PRIA, will work with the Business Development and Institutional Assessment Specialist to co-ordinate work and resolve problems and will evaluate the Business Development and Institutional Assessment Specialist's performance.

PERSON SPECIFICATION:**ESSENTIAL:**

- Bachelor's degree or equivalent.
- Professional fluency in written and spoken Chinese (Mandarin or Cantonese) and English.
- Work experience in the UK and China in business development, partnerships, or client- or student-facing roles.
- Understanding of the Chinese education, business, and cultural context.
- Strong research, analytical, and writing skills, with the ability to produce clear proposals and briefing papers.
- Strong interpersonal skills, with confidence building relationships with senior stakeholders.
- Ability to manage multiple priorities across two areas and meet deadlines.
- High level of discretion and professionalism.
- Experience using Microsoft Office, including Excel and PowerPoint.

DESIRABLE:

- Experience within higher education or the education sector.
- Master's degree in a relevant subject.
- Knowledge of UK higher education, international student recruitment, or transnational education.
- Experience using CRM or pipeline management systems.

DATE REVIEWED:

October 2026