Business Development Assistant

Closing date: 10 June 2021

Interview date: w/c 5 July 2021
Introduction

YCL is a subsidiary company of the University and is part of the Commercial Services team within the Department of Technology, Estates and Facilities (DTEF).

Our mission within the Directorate of Estates and Campus Services (DECS) is to create an excellent environment in which to learn, live and work. Our role is ‘to provide services and facilities to the core business of the University and the wider University community’. We monitor service levels, ensuring that we deliver these safely, to a high quality, and in a timely manner to meet the University’s operational needs.

You will be a key contributor in supporting our section to provide essential income and to support the University’s key objectives. The services we provide underpin values that will enhance the ‘student experience’, whilst being profitable and sustainable.

We work in an all-inclusive environment where the word ‘team’ is part of our culture. We provide an excellent benefits package supporting market led terms and conditions of employment.

Mission and Values

At YCL our mission is to provide the highest standard of customer satisfaction, value for money and quality of product within a friendly and helpful environment.

Our values are:

Trust - We will place trust in you to do your job and do it well
Respect - We will respect you and expect you to respect your colleagues and customers
Unique - We are all unique and diverse and we embrace this
Enjoy - We strive to make work an enjoyable place, you should too!

Section

York Science Park is a dynamic science and technology park. We nurture and accelerate the growth of technology, digital, science and knowledge-based companies that deliver high value jobs, collaborate with the academic research base at the University of York and contribute to the growth of the local economy. We offer a range of fully serviced, fully furnished office and laboratory space.

Rentals are offered on 12 month licences and include; furniture, facilities support, building utilities, business rates, reception services, parking, 24/7 access and meeting rooms. Our offices range in size from a one or two-person space, up to residents who occupy entire wings or floors of buildings. In addition to space, the Science Park also offers some additional services and options, including the ‘Springboard Programme’ for businesses in their first 12 months of operation, Phase One, which supports businesses from pre-start stage up to 12 months in an incubator programme.

York Science Park also offers ‘lightly managed’ grown on space offering residents the chance to expand, whilst still maintaining a presence on the park.
YCL

YCL is a wholly owned subsidiary company of the University of York. YCL was formed in 2012 with the overall aim to deliver a profitable service and provide essential income to the University.

There are a number of commercially focussed sections which make up YCL including, Catering, Campus Nursery, York Sport, Design and Print Solutions, York Conferences, Retail Services, York Science Park and support teams including, Human Resources, Central Administration and Marketing.

YCL is continuously looking for new ways to support the University.

YCL was awarded Investors in People Silver in 2014.

Benefits Package

- 38 days annual leave including 8 bank holidays (pro rata)
- Pension scheme
- Concessions rates at York Sport Village and Centre
- 10% off campus NISA supermarkets
- Discount scheme with local restaurants, retail and traders
- Salary sacrifice schemes including cycle to work, and campus nursery
- Discount scheme with national retailers and services
- Discounted personal postage rates

The University

Founded on principles of excellence, equality and opportunity for all, the University of York opened in 1963 with just 230 students. In 2021 it is the home of more than 18,000 students. The University is one of the world’s leading universities and a member of the prestigious Russell Group.

An Attractive Place to Work

Centred around the picturesque village of Heslington on the edge of the city of York, the campus offers a wealth of facilities, including bars, gyms and shops.

The University has undergone an unprecedented period of expansion and renewal. Since 2000 they have invested in 20 new buildings on the original campus and have completed the first and second phases of a £750m campus expansion.

During this period of change YCL has also grown to support the growth on campus. We have worked hard to retain our friendly, informal atmosphere and believe strongly that work should be an enjoyable place to be.
**Main purpose of this role**

To support the Business Development Manager (BDM) maximise space occupation and profitability within York Science Park

To provide a professional impression to visitors and residents, always ensuring a high standard of customer service

To maintain the high profile of York Science Park Ltd locally, nationally and internationally.

Contribute to the successful operation of York Science Park Ltd and achievement of objectives.

**Key responsibilities and duties**

**Sales and Marketing**

Deal with internal and external enquiries for office and laboratory space – including logging and tracking of their progress to completion

Arrange and conduct viewings with prospective clients

Liaise with BDM on negotiations of rents to meet rental rate targets and attain budgeted occupancy levels

Raise appropriate licence documents and paperwork for new residents and ensure return

Liaise with the facilities team on the requirements of new residents – including office furniture, telecoms, data, signage, etc.

In liaison with the BDM and Operations Manager (OM), coordinate the licence and rent review for each resident on a continual basis

Assist and support the coordination of presentations and tours for local, national and international visitors to the park

External networking – attending external events & conferences as agreed with BDM

Represent YSPL at relevant tradeshows and exhibitions

Internal networking – assist BDM in organising and implementing internal events programme for residents

Working with the BDM and General Manager (GM) to develop and implement an annual marketing plan to help YSPL achieve its goals and objectives.

Undertake marketing initiatives as directed by BDM

Conduct market research of the core business to produce recommendations for improvement

Keep up to date with competitors and the local market to ensure our offering remains competitive and current

**Resident Relations and Business Support**

Maintain the CRM Database ensuring all records are kept up-to-date and accurate.

In liaison with BDM and GM co-ordinate the Annual Resident Review process including follow up actions

Compile business/statistical data as required, including but not limited to UKSPA surveys, Make It York and YSPL Board.

Support the BDM to coordinate a Business Support Programme for residents

Assist BDM to engage local networks and partner organisations to develop relationships to assist residents in signposting

In liaison with BDM seek out opportunities to expand the provision of innovation and support services offered to residents

Assist BDM co-ordinate networking events for YSPL residents
Key responsibilities continued

Administration

Provide the YSPL Team with a weekly (or as necessary) “Movers and Shakers” Update of resident activity on the science park

Provide a monthly activity update of enquiries, negotiations, etc to the BDM and GM

Maintain the current residents data sheet including licence and occupancy details to ensure they are kept up-to-date and accurate.

Ensure all BD paperwork is current including the Residents Handbook and License Agreements

Conduct FAME/Companies House and financial checks for all potential residents

Liaise with Accounts Department and Credit Controller to raise initial invoices for new residents

Ensure Purchase Orders are raised for all BD related purchases

Reception Cover (as necessary)

Greet visitors and answer the main switchboard

Service Meeting Rooms to the required standard

General admin duties (including sorting mail, filing, photocopying)

Ensure all reception areas are kept tidy and welcoming to all visitors

Undertake the role of the Fire Warden for the building in an emergency

Other

Be an integral part of the York Science Park Team

Act as an ambassador for York Science Park Ltd, ensuring that your behaviour reflects well on the company

Any other duties as requested by the BDM, OM and GM in order to meet the changing needs and demands of the business
# CANDIDATE SPECIFICATION

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<th><strong>QUALIFICATIONS</strong></th>
<th><strong>ESSENTIAL</strong></th>
<th><strong>DESIRABLE</strong></th>
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<tr>
<td>• GCSE or equivalent in English and Maths</td>
<td>• A recognised marketing qualification</td>
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<td>• A degree/diploma in a business related field</td>
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<th><strong>KNOWLEDGE</strong></th>
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<tr>
<td>• Sales processes</td>
<td>• Relevant marketing/PR experience</td>
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<td>• Microsoft Office</td>
<td>• Supporting start up companies and entrepreneurs</td>
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<td>• Google Suites</td>
<td>• Understanding of commercial property lettings and current legislation</td>
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<td>• Social media channels</td>
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<tr>
<td>• Customer relationship management</td>
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<tr>
<th><strong>SKILLS / ABILITIES/ COMPETENCIES</strong></th>
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<tr>
<td>• Clear and accurate written and verbal communication</td>
<td>• Experience in presenting to senior managers, colleagues, large groups and at exhibitions</td>
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<td>• Confident presentation skills</td>
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<td>• Flexibility with complex tasks including administration, sales, events and front of house</td>
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<td>• Good negotiation skills</td>
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<td>• Ability to deal with people of all levels and build strong customer relationships</td>
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<td>• Keen eye for detail and processes</td>
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<td><strong>EXPERIENCE</strong></td>
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<tr>
<td>• Working in a customer service environment</td>
<td>• Experience of networking</td>
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<td>• Working with start up companies and entrepreneurs</td>
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<td>• Experience in commercial property lettings</td>
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<td>• Experience of working in a front line sales environment</td>
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<td><strong>PERSONAL ATTRIBUTES</strong></td>
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<td>• Ability to work under pressure</td>
<td>• A clear concise communicator</td>
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<td>• Customer focused, well presented and energetic with an enthusiastic and professional manner</td>
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<td>• Capable of managing a busy workload and prioritising tasks to meet deadlines</td>
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<td>• Highly organised and able to work well in a team environment and also independently</td>
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How to Apply

Online

• Go to https://jobs.york.ac.uk/ycl

• Find the vacancy using the reference

• Complete the online application form

You will need to submit your application by midnight (GMT) of the closing date.

What will I need?

We will ask you for:

• Personal details
• Your employment history
• Relevant qualifications
• Contact details for two referees

You will need to show us how you meet the requirements of the job, either in a written statement and / or by answering questions.

YCL will only recruit individuals who have passed the school leavers age. For further information and confirmation of the school leavers age please visit the City of York Council website.

Applicants aged 18 and under will only be offered a maximum of 20 hours of work a week, and must provide evidence that they are in full or part time education/ training, or undertaking work based learning such as an apprenticeship.

Help and assistance

Direct queries to ycl-hradmin@york.ac.uk
01904 328413 / 01904 328424