

Application deadline: 31 March 2022

# Professional School Business Development Manager

## ABOUT EIT URBAN MOBILITY

EIT Urban Mobility, supported by the European Institute of Innovation and Technology (EIT), acts to accelerate positive change on mobility to make urban spaces more liveable.

EIT Urban Mobility is an initiative of the European Institute of Innovation and Technology (EIT). Since January 2019 we have been working to encourage positive changes in the way people move around cities in order to make them more liveable places. We aim to become the largest European initiative transforming urban mobility. Co-funding of up to € 400 million (2020-2026) from the EIT, a body of the European Union, will help make this happen.

	<i>We create systemic solutions that will <b>move people around the city more efficiently and free up public space.</b></i>
	<i>We bring all <b>key players in urban mobility together</b> to avoid fragmentation and achieve more.</i>
	<i>We engage <b>cities and citizens from the word go</b>, giving them the opportunity to become true agents of change.</i>

## ABOUT EIT URBAN MOBILITY ACADEMY

Our Academy is a collaborative arena for lifelong learning, helping to build critical capabilities for innovation and transformation. We are training the next generation of urban mobility practitioners, needed by the urban mobility ecosystem of the future. The EIT Urban Mobility Academy has three main areas: the Master School, the Doctoral Training Network and the Competence Hub, as well as a Cross-KIC/RIS team which supports

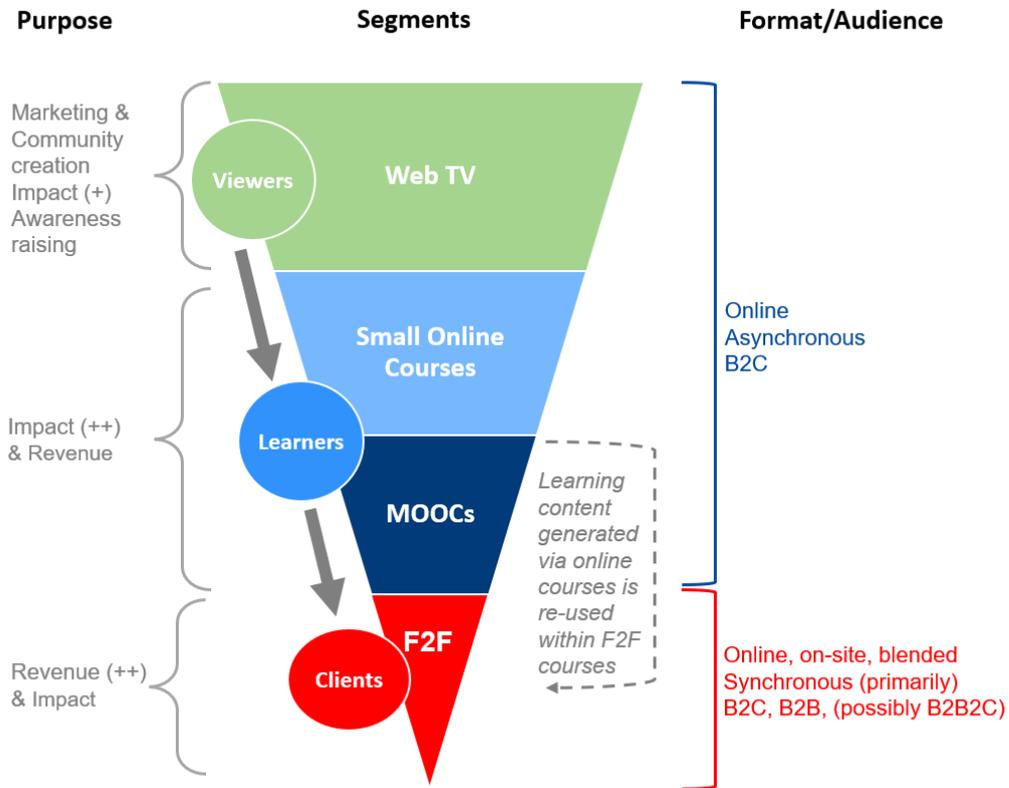
Academy collaboration with the rest of the EIT Community and Academy development within RIS (Regional Innovation Scheme) countries <https://www.eiturbanmobility.eu/ris/>.

Our programmes are intersectoral, interdisciplinary, international, and entrepreneurial.

**ABOUT THE ACADEMY COMPETENCE HUB (PROFESSIONAL SCHOOL)**

The Competence Hub offers intensive programmes on hot topics in urban mobility and transport to work with professionals from different sectors, such as project managers, engineers, entrepreneurs, or urban planners, co-created by our partners and subcontractors in various locations in Europe.

It operates through the funnel model presented below:



More information on each of these segments is available on our website: <https://www.eiturbanmobility.eu/competence-hub/>

## MAIN DUTIES AND RESPONSIBILITIES

The **Professional School Business Development Manager** will support and report to the Head of the Competence Hub. She/he will be in charge of the overall design and execution the Competence Hub's development strategy, focusing mainly on our F2F Courses but also supporting the development of our e-course freemium operations. She/he will therefore define and execute all of actions covering the "commercial life-cycle" of our courses: identifying and qualifying and opportunities, engaging with key-stakeholders, assessing their needs, preparing and presenting proposals, etc.

Given the relatively cyclical nature of our activity (design/commercialisation of course during the first half of the year, delivery during the second half), she/he will also be involved in supporting the delivery of certain F2F courses, on a needy basis.

Tasks and responsibilities include:

- Assisting the Head of the Competence Hub in the development of a strategic framework relative to the business development life-cycle and go to market of our course portfolio, and in the definition of intermediary goals/quotas/KPIs needed to reach the Competence Hub's overall Financial Sustainability goal: 2 Million € revenue generated annually per year by 2027.
- Creating and maintaining strong relationships with key clients/partners by making regular visits/calls, understanding their needs, and anticipating new collaboration opportunities. Many of our F2F courses are done with/for city officials or urban planners, which make them highly replicable/scalable, nationally and internationally. Being able to foster good relationships with high level city officials in many large/medium sized cities over the European continent will therefore be instrumental.
- Analysing our current course portfolio and collaborations with universities, consultancies, innovation agencies so move our existing/new courses to the market and generate additional revenue for EIT Urban Mobility.
- Identifying, involving and managing the relationship with marketing agencies and sales representatives or other commercial intermediaries, to build relevant marketing/sales plans that fuel business growth.
- Defining and meeting sales goals, leveraging on internal outreach capabilities: Cross-KIC/RIS, Communication, Innovation Hubs, City Club teams and EIT Urban Mobility Core Partners.
- Leveraging major Urban Mobility conferences and events (such as Tomorrow Mobility) and conducting visits, online/on-site/off-site information sessions, or participating in networking events to identify new leads, both at a B2B and B2C level.
- Building and nurturing a client database, utilising our CRM platform (Podio).
- Supporting the replication and delivery of our F2F courses, when necessary.

- Ensuring optimal synergies with other initiatives from the Academy Master School and Doctoral Training Network, the rest of EIT Urban Mobility, and the EIT Community (XKIC/RIS projects).

## KEY SKILLS AND EXPERIENCE

### Key Skills

- A doer as well as a thinker. The position will consist of around 70-80% of operational tasks and around 20-30% of strategic/conceptual tasks.
- A strong entrepreneurial mindset/drive. The commercial strategy of the Competence Hub will need to be built from the ground up (thinking) and then implemented (doing). Results/revenue will justify further growth.
- Ability/interest to work back-office (portfolio/data analysis, strategy, CRM, proposals, etc.) and front-office (client/partner visits, events, webinars, presentations, etc.)
- Capability to work with cities, academic and industry partners/providers.
- Capability to work in building and nurturing strong business relationships/networks.
- Well-developed presentation, communication, project-management, and negotiation skills.
- Strong digital skills.
- Fluent in English, at least C1 level. Other language of the EU are a plus.

### Experience

- At least 5 years of experience in the sales and business development of professional training services or solutions. Experience in marketing or in working with marketing agencies/departments is a plus.
- The ideal candidate would also have experience in:
  - Working at strategic and operational levels, on the entire commercial lifecycle of professional/training services.
  - Working within B2B markets. Having experience in the B2B2C market is a plus.
  - Commercialising a service over several different European countries or cities.
  - Working in an international environment. Having sales experience in Central/Eastern European countries or Turkey is a plus.

## ELIGIBILITY

### General Conditions:

By the closing date of this call candidates must:

- be a national of an EU Member State or have a working permit valid in Spain;
- enjoy their full rights as citizens;
- have fulfilled any obligations imposed by national laws concerning military service; and meet the character requirements for the duties involved.

### Education:

- Master's degree in business administration or equivalent training or working experience.
- Fluent in English, additional European languages are a plus.

## JOB AND CONTRACT TYPE

- Permanent and full-time position.

## LOCATION

- Barcelona in EIT Urban Mobility Headquarters.
- No relocation expenses are assigned.
- Availability to travel when required.

## APPLICATION PROCESS

EIT Urban Mobility is an equal opportunity employer and values diversity. To build a strong digital Europe that works for everyone it is vital that we have diverse range of skills, knowledge, and experience in the sector. Therefore, we welcome applications from anyone who meets the above criteria and encourage applications from women, ethnic minorities, and other underrepresented groups.

To apply for this position, please download the **application template** from EIT Urban Mobility website. Complete the four elements of the application:

- 1) Personal **contact details**;
- 2) An **essential criteria** checklist;
- 3) A **Cover Letter** demonstrating how you match the skills defined in the job description – examples should be given.
- 4) A **curriculum vitae**.

Follow the naming process detailed below:

- Format: Save your application form in **one single file** in either PDF or Word format.
- File name: Name the file according to the model “*EITUM\_first name\_last name*”. For example, Joanna Smith would name the file, *EITUM\_Joanna\_Smith*.
- Email title: The subject field should read “*Professional School Business Development Mgr. HR082-2021*”.
- Send to: Send your completed application to: [recruitment@eiturbanmobility.eu](mailto:recruitment@eiturbanmobility.eu).

## Deadline for Applications: 31 March 2022

### Data Protection Disclaimer

Your personal data will be processed with utmost care by the EIT KIC URBAN MOBILITY, S.L. or its subsidiaries.

The said processing will allow us to manage the recruitment of the offered positions, and more specifically:

- to enable you to submit your CV to apply for specific jobs;
- to match your details with the job vacancies and to eventually contact you;
- to retain your details and notify you about future job opportunities similar to the specific role for which you have contacted us;
- to answer your enquiries.

You can exercise your data protection rights, writing to [recruitment@eiturbanmobility.eu](mailto:recruitment@eiturbanmobility.eu).

You may find further information in the full GDPR Compliance privacy note for applicants available [here](#).