ROLE DESCRIPTION
Business Liaison Officer
Vacancy Ref: N1531-R

<table>
<thead>
<tr>
<th>Role Title:</th>
<th>Business Liaison Officer</th>
<th>Grade:</th>
<th>6</th>
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<tbody>
<tr>
<td>Department/College:</td>
<td>Lancaster University Management School (LUMS)</td>
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<td>Directly responsible to:</td>
<td>Health Innovation Campus Project Manager (Revenue)</td>
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<td>Supervisory responsibility for:</td>
<td>N/A</td>
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**Other contacts**

**Internal:** HIC Project Manager; other project delivery staff in LUMS, Faculty of Health & Medicine (FHM) and Faculty of Science & Technology (FST); Project Support Unit (PSU)

**External:** LUMS, FHM and FST partners, Small and Medium sized Enterprises (SMEs), Local Enterprise Partnerships, business intermediaries including Chambers of Commerce, large corporate clients and public sector organisations

**Major Duties:**

The role holder will act as the lead Business Liaison Officer for the Health Innovation Campus (HIC) revenue project linking regional SMEs to the project delivery partners within the faculties of Lancaster University and diagnosing the appropriate support required.

Specifically the role holder will be employed to:

**Recruitment and Networking**

- To lead on the recruitment of SMEs onto the HIC project, referring leads to project delivery teams across campus, working with the project manager to ensure that a recruitment plan is in place to achieve the 300 SMEs required to be supported by the project.
- To diagnose SME business support needs for the development and delivery of business support programmes e.g. workshops and seminars, technical support, specific health-related support.
- To act as the key link for the business community to other members of project team, to colleagues in other faculties, partners and stakeholders communicating the needs of the regional SMEs to influence programme design and delivery.
- To conduct client visits prior to any programme starting to assess suitability and to complete funding documentation.
- To produce and deliver presentations and materials at seminars, networking events, exhibitions, conferences etc.
- To represent the project team and the University at external and internal networking and other events that may require evening attendance.
- Identify and signpost clients onto further support available throughout the University, based on the diagnosis of clients’ needs.
- To develop and build networks and relationships with partners and stakeholders, specifically those in the healthcare sector and other intermediaries in the region for the purposes of dissemination and recruitment to the Health Innovation Campus project.
- To understand the complex regional business and political environment in which business support is delivered and funded.

**Marketing Promotion and Event Management**

- To work with the Marketing and Communications team and project managers to contribute to the content of marketing materials, newsletters and case studies.
• To ensure that marketing activities are timely and appropriate for disseminating information on the projects to recruit suitable companies.
• To contribute at promotional events to and other activities both internally within the university and externally to the local community.
• Represent the work of the project team at business events and activities to describe projects, content, process and structure.
• Identify suitable business case studies to be used in marketing and promotional materials and activities.

General Administration

• Support and update the client CRM system for the project team.
• Produce any relevant documentation / reports in line with requirements of the funding body as directed.
• Ensure that SME beneficiaries of the project work are aware of ERDF funding criteria and requirements, and to be responsible supporting the project team with the collection of necessary paperwork associated with the relevant funding body.
• Maintain online forums and support social media activity including posting notices to inform delegates and students of business support matters.
• Support project staff as necessary in the timetabling and organisation of business support programmes.
• Provide support and cover for other members of the team during busy periods and holiday times.
• Undertake any necessary training and development.

Other Duties

• To carry out any other duties consistent with the nature or grading of the role as required.

This post is part-funded by the European Regional Development Fund