**ROLE DESCRIPTION**

**Business Liaison Officer**  
**Vacancy Ref: N2569**

<table>
<thead>
<tr>
<th>Job Title:</th>
<th>Business Liaison Officer</th>
<th>Present Grade: 6</th>
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<tbody>
<tr>
<td>Department/College:</td>
<td>Knowledge Exchange Team, Partnerships &amp; Engagement, LUMS</td>
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<td>Directly responsible to:</td>
<td>Senior Business Projects Manager</td>
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<td>Supervisory responsibility for:</td>
<td>None</td>
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**Other contacts**

**Internal:**
LUMS staff including the Marketing Office; Research and Enterprise Services, (RES), Heads of Departments; the School’s academic, administrative and secretarial staff, the Finance Office, HR

**External:**
LUMS partners, SMEs (Small and Medium sized Enterprises), other universities, regional representative organisations e.g Chambers of Commerce, Growth Hubs, Local Authorities, business led networks, external speakers and consultants and other suppliers

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

**Major Duties:**

Under direction of the Senior Business Project Manager the role holder will work to support the promotion of activity within the LUMS Knowledge Exchange Team.

Specifically the role holder will be employed to:

**Recruitment and Engagement**
- Recruit SMEs onto a portfolio of project activity, specifically programme based, aligned to departmental and project priorities and targets
- Develop networks and relationships with partners and stakeholders in the region for the purposes of dissemination and recruitment.
- Proactively generate leads for upcoming project activity according to agreed profiles
- Represent the LUMS Knowledge Exchange Team and the University at external and internal networking and other events which may require evening attendance and out of hours travel within the region.
- Act as a point of contact for clients and enquirers to the LUMS Knowledge Exchange Team activities, diagnosing business support needs and referring as necessary.
- Act as an intermediary to effectively manage the relationship between SMEs and the university.
- Produce and present materials at seminars, networking events, exhibitions for the purposes of recruitment and dissemination.
- Identify and signpost clients onto further knowledge exchange support available throughout the university.

**Marketing**
- Work with the Marketing and Communications Officer and Project Managers to contribute to the content of marketing materials, newsletters and case studies.
- Work with the Marketing and Communications Officer to develop recruitment campaigns for business support activities.
- Ensure that any marketing activities carried out are timely and appropriate for disseminating information on the projects and recruiting eligible client companies.
General

- Support Project staff as necessary in the timetabling and organisation of business support programmes.
- Support and update the client CRM system.
- Produce all relevant documentation / reports in line with requirements of the funding body as directed.
- Ensure that SME beneficiaries are aware of ERDF funding criteria and requirements, and to be responsible for the collection of relevant paperwork associated with the ERDF funding body.
- Assist in the collection of project outputs in relation to the ERDF projects.
- Support the Knowledge Exchange team to diagnose SME business support needs for the development and delivery of knowledge exchange programmes e.g. workshops and seminars.
- Provide support and cover for other members of the team during busy periods and holiday times.
- Undertake other duties appropriate to the grade of the position as required by the Knowledge Exchange Team.
- Undertake any necessary training and development as appropriate.