



# Programme Sales Manager (Online Programmes), Executive Education

Egrove Park, Kennington and Park End Street and Hayes House, Oxford  
Grade 8: £45,585 - £54,395 per annum  
Fixed-term (to 31 July 2025), full time  
Saïd Business School, University of Oxford



## The role

The Sales and Customer Relations Team is the driving force in enabling Executive Education to achieve its growth ambitions to double revenue in 3 years, and to realise its full potential as a leading player in the global Executive Education market. Within this Team, the Programmes Sales Team plays a critical role in ensuring the success and growth of Executive Education Open Programmes to individuals seeking to benefit from our insights and expertise in developing their leadership and career potential.

The Programme Sales Manager will oversee the recruitment efforts for our expanding portfolio of online executive education programmes. They will lead and develop a team of Programme Consultants who advise prospective candidates on the most appropriate Executive Education solution for their needs. They will become experts in a particular range of programmes and their audience.

The Programme Sales Manager will maintain excellent working relationships with faculty, programme directors, and administrators at SBS. He/she will work with individuals and organisations, to provide a strong pipeline of applicants for programmes and ensure that alumni remain connected with the School and refer others to apply for programmes.

They will work collaboratively with other members of the wider Sales and Customer Relations Team to develop existing and new relationships with corporate sponsors to recruit participants.

The role holder is responsible for the cultivation of a relationship with prospects, advising them to the most appropriate programme in our executive education portfolio. They will have a personal target of securing c. £1m and a team target of c. £5m-£6m in FY24, and more as the team grows. The post-holder will be actively contributing to developing strategies to grow our Executive Education revenues year on year.

They will primarily work with individual executives looking for a programme for their own purposes. They will gain knowledge across a range of

programmes and delivery formats and advise appropriately on all options. They will pass on opportunities for customised solutions or from

Learning and Development Managers looking for programmes for groups of executives to relevant colleagues across the Sales and Customer Relations team.

This role will involve liaising and collaborating with the Executive Education Marketing Team, following up on the leads generated to develop relationships with prospects, participants alumni. The role will involve occasional travel, representing Executive Education and the wider school and University, attending events and engaging in networking opportunities.

## Responsibilities

- Lead the recruitment efforts for SBS Online Executive Education Programmes by developing and executing integrated sales and marketing strategies in collaboration with the Marketing team.
- Manage a team of (up to 6) Programme Consultants and Senior Programme Consultants, ensuring sales targets are met by enabling and supporting them to prioritise leads and programmes in line with schedules.
- Proactively identify new sales opportunities through close collaboration with Senior Client Relationship Managers, to identify organisation-level buyers and decision makers.
- Ensuring a smooth two-way flow of participant enquiries from all lead sources, and those who are introduced by Senior Client Relationship Managers.
- Contribute to longer term sales strategy and goal-setting for Programme Sales through building your awareness of market landscape and customer needs.
- Develop your industry sector knowledge in identified regions, sectors or themes.



- Building partnerships with Associations / Bodies / Memberships
- Building relationships with corporate sponsors or buyers
- Develop a client portfolio and/or territory to be assigned (eg industry / sector / theme)
- Solution agnostic selling. Present portfolio offering with informed knowledge across in-person, online and custom offerings
- Develop knowledge of Oxford's executive education offering and understanding of customer requirements to be able to recommend the appropriate programme or next steps.
- Analyse recruitment reports, identifying and reporting trends across application or programme evaluation data to the Associate Director, Programme Sales.
- Continue to nurture partner / corporate relationships after the programme
- Work closely with programme co-ordinators and the programme administration team, to enhance the participant experience
- Contribute to the annual Business School rankings exercise

## Selection criteria

### Essential selection criteria

- Proven track record of success in a customer-facing role, with demonstrated ability to initiate relationships with Executives and take them through a full sales cycle
- Proven track record in initiating relationships with key external stakeholders to create credible endorsement of a product / programme within external communities
- Experience of managing others, especially in a consultative sales or business development environment
- A confident individual with proven good communication skills across internal and external stakeholders.
- Demonstrated understanding of sales and marketing, and an ability to work to meet targets in a focused way.
- First rate interpersonal and communication skills (both oral and written) and a proven ability to work with senior corporate contacts, external stakeholders and an academic community. An enthusiasm for meeting people and a cross-cultural awareness.
- Have a flexible approach to work and the duties to be carried out. Whilst there are core hours some events are scheduled outside of the normal business day.
- Willingness to travel internationally to attend events and client visits.
- Proven administrative and organisational skills, including proficiency in the use of Microsoft Office programs including word, Excel and PowerPoint.
- Experience of using CRM software to build and log business development activities.



- Good time management skills and the ability to prioritise workload in a busy and sometimes pressured environment.
- Excellent business awareness and commercial acumen.
- Strong analytical and project management skills.

### Desirable selection criteria

- Experience of working in academic, executive development or professional training environments
- Experience in recruiting for online Executive Education programmes within an EdTech company or business school
- HND/degree or equivalent in a relevant discipline

## Pre-employment screening

### Standard checks

If you are offered the post, the offer will be subject to standard pre-employment checks. You will be asked to provide: proof of your right-to-work in the UK; proof of your identity; and (if we haven't done so already) we will contact the referees you have nominated. You will also be asked to complete a health declaration so that you can tell us about any health conditions or disabilities for which you may need us to make appropriate adjustments.

Please read the candidate notes on the University's pre-employment screening procedures at <https://www.jobs.ox.ac.uk/pre-employment-checks>.



## About the University of Oxford

Welcome to the University of Oxford. We aim to lead the world in research and education for the benefit of society both in the UK and globally. Oxford's researchers engage with academic, commercial and cultural partners across the world to stimulate high-quality research and enable innovation through a broad range of social, policy and economic impacts.

We believe our strengths lie both in empowering individuals and teams to address fundamental questions of global significance, while providing all our staff with a welcoming and inclusive workplace that enables everyone to develop and do their best work. Recognising that diversity is our strength, vital for innovation and creativity, we aspire to build a truly diverse community which values and respects every individual's unique contribution.

While we have long traditions of scholarship, we are also forward-looking, creative and cutting-edge. Oxford is one of Europe's most entrepreneurial universities and we rank first in the UK for university spin-outs, and in recent years we have spun out 15-20 new companies every year. We are also recognised as leaders in support for social enterprise.

Join us and you will find a unique, democratic and international community, a great range of staff benefits and access to a vibrant array of cultural activities in the beautiful city of Oxford. For more information, please visit [www.ox.ac.uk/about/organisation](http://www.ox.ac.uk/about/organisation).

## Saïd Business School

Saïd Business School blends the best of new and old. We are a vibrant and innovative business school, but yet deeply embedded in an 800 year old world-class university. We create programmes and ideas that have global impact. We educate people for successful business careers, and as a community seek to tackle world-scale problems.

We deliver cutting-edge programmes, including the highly regarded MBA, Executive MBA, a number of specialist MScs, a portfolio of custom

and open programmes and accredited diplomas for executives, and we undertake ground-breaking research that transform individuals, organisations, business practice and society. We are an international and outward looking School with our programme participants coming from more than 50 countries.

We seek to be a world-class business school community, embedded in a world-class University, tackling world-scale problems.

## Sustainability

Saïd Business School is committed to the highest standards of environmental sustainability, preserving the planet for future generations and acting in a socially sustainable manner. As an employee you are expected to uphold these commitments in accordance with our Environmental Policy. You can learn more about our organisation's sustainability efforts at: <https://www.sbs.ox.ac.uk/about-us/school/sustainability>.

## Diversity and Inclusion

Oxford Saïd is committed to fostering an inclusive culture which promotes equality, values diversity and maintains a working, learning and social environment in which the rights and dignity of all its staff and students are respected. We recognise that the broad range of experiences that a diverse staff and student body brings strengthens our research and enhances our teaching, and that in order for Oxford to remain a world-leading institution we must continue to provide a diverse, inclusive, fair and open environment that allows everyone to grow and flourish.

Oxford Saïd holds a bronze Athena Swan award to recognise advancement of gender equality: representation, progression and success for all.



## Our Values

To better understand our Values, what behaviours demonstrate them and how they are involved in your everyday work we have created the below descriptors.

### Transformational

We challenge constructively, provoke thought, and influence and inspire others to develop.

### Respectful

We are caring, supportive, appreciative, embrace difference and value each other's opinions.

### Entrepreneurial

We embrace and encourage change and innovation. We are creative, flexible and brave.

### Collaborative

We are stronger together. We are inclusive, approachable, listen to others and value good communication.

### Purposeful

We are a community who believe in sustainable growth, and are responsible, principled and transparent.

### Excellence

We are professional, focused and aligned, and have a responsibility to do the very best we can.

## Wellbeing

Saïd Business School acknowledges the importance of wellbeing, in enabling people to thrive at work and ensure a work-life balance. It provides a number of initiatives to help support wellbeing and would encourage you to participate. At an individual level, wellbeing means recognising what helps us remain resilient and taking appropriate steps. If we experience difficulties, doing our best to rectify them and making our line manager aware of aspects that they could support us with.

Further information about Saïd Business School is available at [www.sbs.oxford.edu](http://www.sbs.oxford.edu).

## Social Sciences

Oxford Saïd is a department within the Social Sciences Division, one of four academic Divisions in the University, each with considerable devolved budgetary and financial authority; and responsibility for providing a broad strategic focus across its constituent disciplines.

The Social Sciences Division represents the largest grouping of social sciences in the UK: home to a number of outstanding departments and to the internationally ranked Law Faculty; all are committed to research to develop a greater understanding of all aspects of society, from the impact of political, legal and economic systems on social and economic welfare to human rights and security. That research is disseminated through innovative graduate programmes and enhances undergraduate courses. For more information please visit <https://www.socsci.ox.ac.uk>.



## Important information for candidates

### Data Privacy

Please note that any personal data submitted to the University as part of the job application process will be processed in accordance with the GDPR and related UK data protection legislation. For further information, please see the University's Privacy Notice for Job Applicants at <https://compliance.admin.ox.ac.uk/job-applicant-privacy-policy>.

The University's Policy on Data Protection is available at <https://compliance.admin.ox.ac.uk/data-protection-policy>.

### The University's policy on retirement

The University operates an Employer Justified Retirement Age (EJRA) for very senior research posts at **grade RSIV/D35 and clinical equivalents E62 and E82** of 30 September before the 70th birthday. The justification for this is explained at <https://hr.admin.ox.ac.uk/the-ejra>.

For **existing** employees, any employment beyond the retirement age is subject to approval through the procedures <https://hr.admin.ox.ac.uk/the-ejra>.

There is no normal or fixed age at which staff in posts at other grades have to retire. Staff at these grades may elect to retire in accordance with the rules of the applicable pension scheme, as may be amended from time to time.

## Equality of opportunity

Entry into employment with the University and progression within employment will be determined only by personal merit and the application of criteria which are related to the duties of each particular post and the relevant salary structure. In all cases, ability to perform the job will be the primary consideration. No applicant or member of staff shall be discriminated against because of age, disability, gender reassignment, marriage or civil partnership, pregnancy or maternity, race, religion or belief, sex or sexual orientation.



## Oxford Saïd Exclusive Benefits

### Wellbeing initiatives

Oxford Saïd runs an annual Wellbeing Day for all staff. In addition to this, there is yoga, healthy food deliveries, health MOTs and a range of other ad hoc programmes. Our excellent catering facilities provide a high standard of food, including healthy eating and vegetarian options at a subsidised cost.

### Staff Summer and Christmas parties

Oxford Saïd like to reward all of their staff for their great work and their Christmas and Summer parties are our way of saying thank you. The Christmas party is for all staff and the summer party is for staff and their immediate family members, because we know how important family is to all of us.

### Employee Assistance provider

Validium is an employee assistance and wellbeing consultancy that works in partnership with the Business School to provide staff and their immediate family with a free 24-hour per day helpline providing confidential information and counselling services on personal issues.

## University of Oxford Benefits

### Annual leave

38 days (inc. public holidays). Long service additional annual leave – up to 5 days per annum, pro rata for part time employees. Previous service within higher education sector can be recognised. An additional scheme enables staff to request to purchase up to 10 additional days in each holiday year.

### Salary and salary sacrifice schemes

The University salary and grading structure allows for annual incremental progression until a scale-bar point is reached. This incremental progression is automatic. Additionally, there are salary sacrifice schemes for bicycles and electric cars. See <https://hr.admin.ox.ac.uk/staff-benefits>.

## Pension

If you are on an academic or academic related pay scale (grade 6 or above), you are automatically a member of USS. Employer contribution is 14.5% and Employee contribution is 6.1%.

If you are on a pay scale other than academic or academic related (grade 1-5) you are automatically a member of OSPS. Employee contribution can be between 4%- 8% and Employer contribution 6%-10%.

## University discounts

All University staff can purchase a NUS Extra discount card for £12 for 12 months (£22 for 2 years, £32 for 3 years) which gives access to numerous exclusive offers and discounts from many popular retailers. There are a wide range of other discounts from external companies available using a university card.

## University Club

Membership of the University Club is free for all University staff. The University Club offers social, sporting and hospitality facilities. Staff can also use the University Sports Centre on Iffley Road at discounted rates, including a fitness centre, powerlifting room and swimming pool. See [www.club.ox.ac.uk](http://www.club.ox.ac.uk) and <https://www.sport.ox.ac.uk/>.

## Access to Oxford buildings

Free access to a number of Oxford colleges, Botanic Gardens, Harcourt Arboretum, Wytham Woods and discount at numerous restaurants/shops.







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All information is correct at the time of going to press.

Please check our website for the most up-to-date information.

Saïd Business School, University of Oxford