



STRATEGIC PARTNERSHIPS MANAGER, EXECUTIVE EDUCATION

Position: Strategic Partnerships Manager, Executive Education

Position Type: Full-Time

About JHBS

At James Hope Business School (JHBS), we are dedicated to fostering a dynamic learning environment that prepares our students to thrive in the rapidly evolving landscape of business and finance. Our commitment to innovation, research, and industry relevance sets us apart as a leading institution in business education.

Summary:

The Strategic Partnerships Manager for executive education will drive growth through traditional business development strategies, focusing on creating, building, and maintaining partnerships with business enterprises (corporations), government agencies, and NGOs. The role also involves collaborating with internal teams to deliver high-quality business education programs and using digital and social marketing tools to support outreach efforts.

KEY RESPONSIBILITIES

- Develop and execute traditional business development strategies to build partnerships.
- Promote executive education programs through direct outreach, presentations, and professional networking.
- Collaborate with the digital and social marketing team to enhance visibility via online channels.
- Maintain strong client relationships to ensure satisfaction and encourage repeat business.
- Achieve revenue growth targets and provide regular performance reports.

DESCRIPTION OF JOB ROLES

1. Partnership Development

- Identify, target, and establish partnerships with corporations, government agencies, and NGOs for executive education programs.
- Attend industry events, seminars, and networking opportunities to build relationships with potential clients.
- Develop and present customized proposals, ensuring alignment with partner needs and organizational objectives.
- Negotiate and finalize partnership agreements to secure long-term collaborations.

2. Program Promotion and Sales

- Collaborate with the marketing and digital teams to promote executive education programs for the school.

- Use traditional business development methods such as direct outreach, personal meetings, and presentations to attract corporate clients.
- Leverage modest digital marketing tools (e.g., LinkedIn) for lead generation and professional networking.
- Maintain a strong understanding of market trends to position programs effectively.

3. Client Engagement and Retention

- Serve as the main point of contact for corporate clients, ensuring a seamless and professional experience.
- Organize face-to-face and virtual consultations to gather client requirements and feedback.
- Foster long-term client relationships, encouraging repeat engagements and referrals.

4. Market Analysis and Strategy

- Conduct market research to identify emerging trends in executive education and corporate training.
- Monitor competitor activities and recommend strategies to enhance the school's offerings.
- Work with faculty and program teams to co-design programs that meet market needs and client expectations.

5. Internal Collaboration

- Collaborate with the faculty, operations, and digital marketing teams to ensure effective delivery of programs.
- Provide insights to the marketing team on key messages to campaign target audiences.
- Contribute to the design of program contents to reflect the needs of strategic partners.

6. Drive Revenue Growth:

- Develop and implement strategies to meet and exceed revenue targets for executive education programs
- Pursue new business opportunities and identify additional revenue streams.
- Monitor the financial performance of partnerships and ensure cost-effective program delivery.

PERSON SPECIFICATIONS

Qualifications:

- A strong bachelor's degree in business administration, marketing, or a related field (MBA preferred).
- Membership in relevant professional associations would be advantageous.
- Consistent and proven experience (5+ years) in business development or strategic partnerships, ideally in the marketing of business education or corporate training
- Track record of successfully managing and growing strategic partnerships.

Skills and Competencies:

- Strong relationship-building, negotiation, communication, and presentation skills.
- Expertise in traditional business development strategies, including in-person client meetings and presentations.

- Experience in marketing of executive education or corporate training.
- A strong network of relevant industry contacts.
- Basic familiarity with digital and social media platforms for professional networking.
- Excellent project management and organizational skills.
- Strategic and analytical thinking to identify and seize business opportunities.

Method of Application

Qualified candidates should apply by sending CVs and Cover letter using the position applied for as subject of the email to hr@jhu.edu.ng