



**Strathmore**  
UNIVERSITY  
BUSINESS SCHOOL



## **SBS VACANCY ANNOUNCEMENT**

**JOB TITLE:** Business Development Manager

**DEPARTMENT:** Executive Education – Open Unit

**REPORTING TO:** Head, Open Programmes

**JOB PURPOSE:** To market and sell Executive Education Open Enrolment Programs in liaison with the Head Open Programs while building and cultivating sustainable key relationships with potential public sector and private sector partners, nationally and internationally. The ideal candidate would need to have considerable experience in business development, developing training solutions, market intelligence, and selling solutions.

### **MAIN DUTIES AND RESPONSIBILITIES:**

#### **1. Sales:**

- Targeting new clients for business development and proposing new initiatives for existing clients, to increase sales opportunities and achieve personal and team financial targets.
- Developing and maintaining relationships with new and existing clients, developing industry linkages to sustain SBS as their knowledge partner in transforming African leaders.
- Continually devise ways to increase customer experience to deepen client/partner relationships and maintain lasting client and partner relationships.
- Data mining and developing a prospect pipeline for each program allocated.

#### **2. Marketing:**

- Analyzing and managing stakeholders to maintain a close engagement and relationship with the market.
- Undertaking continuous business intelligence to understand client needs at organization, industry and country level to ensure proposal of relevant and timely executive education and consultancy solutions.
- Tracking client satisfaction with frequent client review meetings and effective evaluation of programmes and consultancy engagements.

### 3. Operational Excellence:

- Supporting faculty members to ensure delivery of client promise and delivery of expected outcomes to the clients.
- Initiating and driving the program review process in liaison with Head of Open Programmes, Academic directors, and programme management team.
- Preparing internal management reports and client reports as required, to support data-driven decision making for enhanced client relations and effective process improvement.

### 4. Key Account Management:

- Develop long-term planning and forecasting of each key account.
- Setting specific goals and objectives for each key account
- Managing buying cycles and their impact on the sales strategy
- Developing and maintaining key accounts in turbulent market conditions

### JOB REQUIREMENTS:

The post holder will be required to have and demonstrate evidence of the following qualifications, attributes, and skills:

- Bachelor's degree in a business-related area. Master's degree will be an added advantage.
- Minimum 5 years of relevant working experience in business development with proven experience in sales, managing client relations, and key account management.
- Experience interacting with C-suite executives and top business leaders is a prerequisite for this role.
- Previous experience in executive education or related fields is advantageous.

### Key Competencies and Skills:

- Ability to guide senior business leaders in designing training plans that will achieve desirable business results.
- Good research, planning, and reporting skills.
- Excellent business communication and etiquette skills with a flair for pitching.
- Ability to analyze data from various sources, including a thorough understanding of how the business works and where opportunities lie.
- Demonstrated ability to build and maintain key client relationships.

If you are interested in the position and have the skills we are looking for, we would like to hear from you. Please forward an application letter together with a copy of your updated resume quoting '**Business Development Manager – Open Unit**' to the People and Culture Manager, Strathmore University Business School, on [careerssbs@strathmore.edu](mailto:careerssbs@strathmore.edu) by end of the day (5.30 pm) **Wednesday, 16<sup>th</sup> July 2025**.

Due to the large number of applications, we may receive, only the shortlisted applicants will be contacted.

Please be advised that Strathmore University Business School is an equal opportunity employer and does **NOT** ask for money from applicants under any circumstances during its recruitment process. Interested applicants are encouraged to exercise caution upon receiving any such interview opportunity that requires payment of any money.