

BUSINESS DEVELOPMENT & DELIVERY LEAD (Digital Manufacturing on a Shoestring)

Fixed-term 18 months.

Full time 37.5 hours per week, flexible, hybrid 60% in-office

IfM Engage Ltd. Cambridge, UK

The Institute for Manufacturing (IfM) is part of the University of Cambridge's Department of Engineering. It focuses on research, education, and practice to "Manufacture a Better World." Its activities involve helping companies develop life-changing products and services, create meaningful jobs, and contribute to a better environment for the future. Additionally, the Institute aims to help governments foster innovation and enterprise to deliver social and economic benefits. Its undergraduate and postgraduate education programmes are designed to prepare the manufacturing leaders of the future.

IfM Engage Ltd is a limited company owned entirely by the University of Cambridge. The company generates revenue by partnering with organisations across industry, government, and academia to help them solve complex challenges, utilising approaches and knowledge developed at the Institute for Manufacturing (IfM). The operating surplus generated by IfM Engage is donated to the University of Cambridge to support future research. In 2024, IfM Engage was recognised for its strong and positive work culture and was awarded the Investors in People (IIP) accreditation.

The [Shoestring](#) Unit in IfM Engage aims to help small businesses across the world become more productive, resilient and sustainable – one step at a time – by understanding and embracing digital technologies. The Shoestring Unit's role is to oversee the transition of the results of the EPSRC- funded Digital Manufacturing on a Shoestring research project into a viable, self-sustaining industrial programme that supports SMEs.

In the past 2.5 years the unit has taken the original research project outputs and:

- Developed simple, reusable low-cost solution offerings based on the needs of SMEs.
- Deployed solutions (now over 200 deployments since 2018) in SME manufacturers, which provide both operational impact and digital capability improvements, in a simple, low-cost manner.
- Developed working models for regional deployment programmes of Shoestring solutions and has run collaborative regional pilots in Scotland, Northern Ireland, East of England, Cornwall, Western Australia and Egypt.
- Piloted training, skills and educational support for low-cost digital solutions in conjunction with FE colleges and training developers.
- Provided leadership in practical and low-cost digitalisation policy and programmes, working with local and national government bodies such as Innovate UK, BEIS, Scottish Enterprise, NMIS and the Western Australian government.

The Shoestring Unit is funded by the Gatsby Foundation and other industrial partners. It works directly with the Distributed Information & Automation Lab (DIAL) within the Institute for Manufacturing.

Role Summary

We are seeking a business development and delivery lead to support the growth ambitions of the Shoestring Unit. Playing a significant role in helping to achieve scaling, creating robust regional delivery models and national impact for SMEs. The Shoestring programme has the potential to make a real impact on productivity in small companies, helping local economies, safeguarding jobs and upskilling employees in the UK and across the globe.

This role has the following main responsibilities:

Marketing Outreach

- Designing and delivering digital shoestring awareness programmes
- Managing marketing, outreach and communications for the Shoestring Unit
- Act as a champion for the programme, presenting and speaking publicly as required

Business Development

- Proactively Identifying and evaluating prospective client opportunities and responding to inbound enquiries
- Developing and executing appropriate contact strategies for each client
- Building client relationships to qualify shoestring deployment opportunities
- Crafting and presenting Shoestring programme proposals
- Managing client commercial and contract negotiations
- Building and cultivating client and prospect relationships with a partnership ethos

Programme Design and Delivery

- Designing and delivering Shoestring client programmes
- Collaborating effectively with internal and external stakeholders to champion client delivery and resolve client delivery blocker and issues
- Acting as the trusted advisor to clients
- Establishing structured planning and reporting to support client delivery programmes

Collaboration

- Mentoring, coaching, supporting and collaborating with other members of staff to align capability, improve the way we work and encourage continuous professional development

Reporting and Support

The Business Development and Delivery Lead role reports to the Head of Digital Shoestring unit, and works alongside the shoestring business and operations, technical and research teams.

Key duties

Activities

**Indicative
Time**

<p>Marketing Outreach</p>	<p>Promote Digital Shoestring awareness programmes aimed at SMEs and partner SME networks</p> <p>Collaborate closely with the IfM Engage marketing team to ensure that communications through IfM and IfM Engage channels are consistent in tone and scheduled appropriately</p> <p>Developing content and approaches to support and grow the Shoestring community online, through events and other via appropriate media</p> <p>Presenting on the Shoestring Programme to groups of SMEs, via Engage organised events, or at events arranged by partners</p> <p>Act as a champion for the programme, presenting and speaking publicly as required</p>	<p>30%</p>
<p>Business Development</p>	<p>Build a pipeline of innovative programmes that create digitalisation impact through the deployment of Shoestring solutions across the SME landscape in the UK and overseas.</p> <p>Identify partnership opportunities to collaborate and deliver win-win Shoestring solutions to SMEs</p> <p>Craft and present Shoestring proposals</p> <p>Navigate commercial negotiations and develop contracts that support long-term commercial relationships</p>	<p>30%</p>
<p>Programme delivery</p>	<p>Manage the delivery of Shoestring national and international funded programmes.</p> <p>Cultivate lasting relationships with clients and partners</p> <p>Employ robust planning and delivery techniques</p> <p>Communicate internally and externally plans, timescales, risks and issues ensuring all parties are kept fully informed on delivery progress.</p>	<p>30%</p>
<p>External engagement</p>	<p>Growing the influence of the Shoestring programme, achieving a national and international profile.</p>	<p>10%</p>

Person specification

**Essential or
Desirable**

Criteria

<p>Qualifications</p>	<p>Honours degree in a relevant subject or equivalent experience.</p>	<p>E</p>
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Experience	Demonstrable track record in finding, closing and delivering complex engagement programmes with and through third party organisations with access to the SME sector	E
	Significant experience of delivering programmes in a complex, multi- stakeholder environment.	E
	Experience of developing collaboration programmes with third party organisations (UK & Internationally)	E
	Experience of manufacturing, industrial processes, or working with smaller businesses.	E
	Can work calmly under pressure, and adapt to fast-paced/changing situations, timescales and priorities.	E
	Experience of delivering training, skills development, business support or consultancy	D
	Able to work in a structured way, under your own initiative as well as collaboratively in a small team	E
	Strong attention to detail and driven by high standards for quality	E
	Confident and committed to taking full responsibility for this key role	E

Skills	Ability to work closely with researchers and understand their research priorities	E
	Able to understand target audience and develop appropriate solution approaches	E
	Proven interpersonal and network building skills to interact with a wide range of people	E
	Strong skills in business development, planning and coordinating programmes of activities.	E
	Effective collaboration building skills with the ability to communicate to a range of stakeholders, both written and verbally.	E
	Zoho CRM or equivalent	D
	Project/Programme Management techniques	E
	Click up or equivalent	D
	Excel, PowerPoint, Word, Office 365	E

The role is based in Cambridge and is full time. However, we are open to conversations around flexible working and operate an 'office first' hybrid working policy (at 60% of working time in the

office). The salary band for this role is £55,000-58,000 per annum plus a generous benefits package, including healthcare.

Engage has a responsibility to ensure that all employees are eligible to live and work in the UK.

IfM Engage actively supports equality, diversity and inclusion and encourages applications from all sections of society.

How to apply

Please send a CV and covering letter to ifm-engage@eng.cam.ac.uk

The closing date for the role is Thursday 13 February 2025 at 17.30. We look forward to your application.

At IfM Engage, we are committed to being transparent about how we collect and use your data and ensure that we meet our data protection obligations. For a more detailed view of the information, we collect and how we process it please check out our Privacy Notice for Job Applicants. <https://engage.ifm.eng.cam.ac.uk/privacy-policy-for-job-applicants/>