
TERMS OF REFERENCE FOR THE UBL BUSINESS DEVELOPMENT EXECUTIVE

of the Accelerating Higher Education Expansion and Development (AHEAD) operation

1. BACKGROUND

The development of the higher education sector is of central importance to enable Sri Lanka to make the transition from a Lower-Middle Income Country (LMIC) to an Upper Middle-Income Country (UMIC). Recognizing this, the Government of Sri Lanka (GoSL) and the World Bank have agreed, to support the higher education sector through a Bank funded Accelerating Higher Education Expansion and Development (AHEAD) operation.

2. THE OPERATION

Accelerating Higher Education Expansion and Development (AHEAD) operation is organized into two components. The first is a Program Component that supports the national Higher Education Development Program. The second is a systems strengthening, capacity building and technical assistance component that will assist GoSL to strengthen the higher education sector and achieve the objectives of the AHEAD program component. This second will also cover monitoring and evaluation, policy analyses, program coordination and communication.

The implementing agency is the Ministry of Higher Education and Highways (MHEH). The University Grants Commission (UGC) will coordinate the activities of the universities. There will be an Operations Monitoring and Support Team (OMST) which will coordinate and support all AHEAD activities between the MHEH, UGC, and the universities.

AHEAD has three Results Areas:

- Results Area 1: Increasing Enrollment in Priority Disciplines for Economic Development
- Results Area 2: Improving the Quality of Higher Education
- Results Area 3: Promoting Research, Development and Innovation

3. KEY TASKS

The UBL Business Development Executive has three primary responsibilities:

1. Identifying new sales leads
2. Pitching products and/or services
3. Maintaining fruitful relationships with existing customers

The General Responsibilities of UBL Business Development Executive include:

- Support the UBL Cell director to promote and development of business of the university to achieve the activities under the overall implementation of UGC circular 10/2016, and any subsequent updates, at the University.

- Support the UBL Cell director to build a network of entrepreneurs, investors, small and large businesses which can work with the University researchers.
- Researching organizations and individuals online to identify new leads and potential new markets
- Researching the needs of the industry
- Contacting potential clients to establish rapport and set up business meetings to promote commercializeable research products of the University
- Planning and overseeing new marketing initiatives
- Attending conferences, meetings, and industry events
- Assist in developing business proposals, negotiating contracts and act as a direct contact point for industry

4. REMUNERATION

A payment of Rs. 50,000.00 per month with EPF and ETF shall be paid, subject to satisfactory performance, from the UBL Cell budget. This payment includes all statutory and other allowances. Payment will be made based on the submission of a monthly time sheet and approval by the UBL Cell Director.

5. REQUIRED QUALIFICATIONS & EXPERIENCE

- A Bachelor's degree from a university recognized by the UGC, preferably in management, marketing or Science
- Strong communication, negotiating skills and good interpersonal relations
- High level of proficiency in written and spoken English
- Strong IT fluency
- Creative talents and the ability to solve tough problems
- In-depth knowledge of the industry and its current events
- The ability to handle pressure and meet deadlines
- Ability to coordinate and facilitate implementation of a number of commercialization endeavors with complex and diverse activities
- Previous experiences in similar assignments is preferable

6. METHOD OF APPOINTMENT

The UBL Business Development Executive is appointed on full-time basis by the Vice-Chancellor.

Initially the appointment will be made for a period of 12 months, and may be renewed based on performance.