

Job Title:	Business Growth Engagement Manager
Department:	Business Growth
Last Updated:	XX.08.2026
Version:	2

ROLE TITLE: Business Growth Engagement Manager

Reports to: Head of Delivery – Business Growth

Direct reports including contractors: None – Ability to lead and manage campaign and event teams comprising of non-direct reports.

Budget: None

Key relationships:

Internal – Supporting Growth, Civil and Defence delivery teams, Strategic Partnerships, Communications and Events teams.

External – SMEs and Large Enterprises, Trade Associations, Local Authorities and government departments, HVM and wider Catapult network.

ROLE PURPOSE:

Generate positive industry engagement, translating this into impactful customer activity and campaigns aligned to our ‘Business Growth’ strategy (as part of NCC’s wider Supporting Growth portfolio area). Taking full ownership and accountability for all campaigns and business development activity.

- Lead engagement campaigns aligned to strategic objectives. Develop a new campaign approach from scratch & explore new avenues to develop business.
- Identify and build relationships with high growth potential business
- Maintain Business Growth and Supporting growth early-stage pipeline
- Support the interface between technology/engineering excellence and business growth, including investment.
- Contribute to the delivery of ‘SME’ engagement activity
- Lead the Business Growth team in winning work
- Maintain and grow our SME membership community

MAIN ACTIVITIES:

This Job Description is not an exclusive or exhaustive list of all activities that an individual in this position may be asked to perform. You may be required to undertake other responsibilities or activities, as requested by your line manager, to support your team or wider NCC activities.

Business development and campaigns

- Lead the development and delivery of customer campaigns aligned to our strategic priorities, identifying and building relationships with high-growth potential businesses.
- Lead the Business Growth annual events (special focus here) campaign ensuring appropriate preparation and representation at target events, ensuring productive engagements and timely follow ups.
- Establish a clear event engagement success metric to inform future planning
- Work closely with teams within NCC’s ‘Supporting Growth’ portfolio to identify customer challenges, deploy NCC’s value proposition and provide a package of support aligned to their business growth stage (Incubation, Scaleup, Supply chain).

Job Title:	Business Growth Engagement Manager
Department:	Business Growth
Last Updated:	XX.08.2026
Version:	2

- Accountable for NCC's 'Business Growth' pipeline including its curation, development and management ensuring a balanced flow of businesses across the stages above.
- Interface and collaborate with the University of Bristol and other key innovation partners, working closely to account manage businesses who receive support from respective organisations
- Maintain response times to all enquires within agreed SLAs.
- Maintain and grow the NCC 'SME membership' community.
- Lead the Business Growth annual events (special focus here) campaign ensuring appropriate preparation and representation at target events, ensuring productive engagements and timely follow ups.
- Establish a clear event engagement success metric to inform future planning

Relationships management

- To lead the gathering of feedback from NCC's Business Growth community to develop our capabilities and offerings.
- To support the ongoing development of the NCC's Business Growth offering based on direct feedback from customer interactions.
- To lead and/or host relevant SME events/open days at the NCC or other HVMC centres.
- To interface and collaborate with the rest of NCC's Supporting Growth portfolio as key bridge between strategy, engineering, technology and delivery.
- To engage with regional partners across the South West and beyond, including those who provide unique support to NCC's customers.

Systems & processes

- To support and implement the development of the NCC's Business Growth strategies and roadmaps
- To work with the NCC's Communications Team in support of promoting NCC
- To efficiently and confidently capture detailed customer requirements to pass onto the NCC Delivery team via CRM system
- To use business analysis tools including Beauhurst to triage potential customers and provide campaign insights inc TAM, SAM, SOM.
- Familiar with Account management principles and ability to lead the team on best practice for strategic accounts.

Job Title:	Business Growth Engagement Manager
Department:	Business Growth
Last Updated:	XX.08.2026
Version:	2

PERSON SPECIFICATION

Essential	Desirable
<u>Qualifications/Experience</u> ■ Career Experience: Business Development experience using structured campaign approach. Track record of successful campaign development and delivery. ■ Manufacturing or Engineering background and an understanding of the difficulties SME's face in this space. ■ Awareness of UK funding and business support landscape including investments, dept finance and government funding ■ Data driven approach – experience of business assessment tools for example: SWOT, PESTEL, PORTER ■ Demonstrable experience of supporting a business's growth, especially high growth potential businesses ■ Account management experience inc customer analysis	<u>Qualifications/Experience</u> ■ Management of research and development projects ■ Knowledge of investment landscape both regional and national ■ Experience of managing projects funded by UK / EU grants ■ Strong working knowledge of NDAs and contract writing ■ Strong commercial and project awareness ■ Manufacturing operations experience ■ Bid writing experience – particularly to secure government funded programmes
<u>Behavioural Competencies</u> ■ Underlying desire to want to help business from across the startup, scaleup and supply chain. ■ Ability to identify and understand the technical innovation and commercial opportunities for a wide range of businesses from startups to medium sized organisation ■ Highly proactive and willing to take the initiative ■ Able to provide accurate and non-inflated promises to customers ■ Good interpersonal skills ■ Confident presenter ■ Creative problem solver and able to get things done ■ Excellent written and verbal communication skills	<u>Behavioural Competencies</u> ■ Customer negotiation experience when launching new projects ■ Awareness of people factors in change management programmes ■ Comfortable with working independently for large amounts of time

Job Title:	Business Growth Engagement Manager
Department:	Business Growth
Last Updated:	XX.08.2026
Version:	2

Essential	Desirable
Ability to lead campaign teams in a matrix organisation	