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**TERMS OF REFERENCE**  
**FOR**  
**BUSINESS DEVELOPMENT MANAGER**

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Accelerating Higher Education Expansion and Development (AHEAD) operation

BUSINESS DEVELOPMENT MANAGER  
AHEAD/RA3/UBL/SUSL/OVAA/15  
**(AHEAD/RA3/UBL/SUSL/OVAA/TOR 03)**  
University Business Linkage Cell  
Sabaragamuwa University of Sri Lanka

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## 1. BACKGROUND

The development of the higher education sector is of a 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 component 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

The University Business Linkage Cell of Sabaragamuwa University of Sri Lanka was established on April 2018 with reference to the University Grants Commission Circular No.10/2016. The University Business Linkage Cell has taken the responsibility to link the University research and innovation activities with external business stake holders while promoting research, development, innovation and commercialization and enhancing community engagement through disseminating knowledge to wider community . UBLC will strive to bridge the gap among Private and State-owned businesses, the academic community, faculties, and undergraduates. The University Business Linkage Cell, Sabaragamuwa University of Sri Lanka (SUSL) in this context, plans to recruit a Business Development Manager to handle the increasing innovation of the university and commercialization activities.

#### 4. KEY TASKS

The main duties and responsibilities of the Business Development Manager will be to:

- Support the UBL Cell Director to monitor and coordinate AHEAD activities under the overall implementation of UGC circular 10/2016, and any subsequent updates, at the University.
- Support the UBL Cell Director to build long-term relationships with new and existing industry partners including entrepreneurs, investors, small and large businesses in order to facilitate the commercializing of research and innovation outcomes of the university.
- Support the UBL Cell Director to contact potential clients to establish rapport and to arrange business meetings with prospective industry partners.
- Researching and identifying organizations, individuals and new business opportunities online to identify the commercialization potentials including needs of the industry, new markets, growth areas, trends, partnerships, products and services - or new ways of reaching existing markets.
- Assist the UBL Cell Director to draft and review contractual agreements.
- Planning and overseeing new marketing initiatives and developing business plans with inventors.
- Attending conferences, meetings, and industry events and maintaining reports.
- Assist in developing business proposals, negotiating contracts and act as a direct contact point for industry.

#### 6. REMUNERATION

A payment of Rs. 55,000.00 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.

## 7. REQUIRED QUALIFICATIONS & EXPERIENCE

- A Bachelor's degree from a university recognized by the UGC, preferably in management, marketing, Finance, ICT or Science.
- Strong communication, negotiating skills and good interpersonal relations
- High level of proficiency in written and spoken English
- Strong IT fluency including website development and maintenance
- 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

## 8. METHOD OF APPOINTMENT

The UBL Business Development Manager is appointed on full-time basis by the Director – Operations Technical Secretariats.

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

## 10. REPORTING OBLIGATIONS

The individuals will be reporting to UBL Director