



**University Business Linkage Cell
Rajarata University of Sri Lanka
VACANCY**

The University Business Linkage Cell (UBLC) of Rajarata University of Sri Lanka, under Accelerating Higher Education Expansion and Development (AHEAD) UBL Cell grant, invites applications for the following vacancy.

General Conditions:

Should be a citizen of Sri Lanka.

Age should be below 30 years on the closing date of the application.

Other Qualifications:

Position	Contract Duration	Preliminary Qualifications	Other preferred Experience/Qualifications
Business Development Executive	1 year (Contract will be renewed based upon the performance)	B.Sc. in Management, Marketing, Entrepreneurship or Science.	Fields: - Marketing - Business Development - Fluency in English

Detailed TOR for Business Development Executive: Please refer to the TOR by visiting **TOR**

Gross Salary: Rs. 40,000.00 per month (including EPF and ETF)

Applications and Particulars:

Self-prepared applications along with the certified copies of all academic and professional qualifications along with documents to prove the working experience shall be hand deliver or forwarded under registered cover indicating the post applied on the top left-hand corner of the envelope to reach the Director, UBL Cell, Rajarata University of Sri Lanka, Mihintale on or before **03rd March 2022**. Potential candidates shall also email the applications and scanned copies of certificates to ruslublc@gmail.com

The University reserves the right to shortlist the candidates. Applications that do not reach the requirements, incomplete applications, and applications, which reach after the closing date will be rejected without intimation.

Dr. Manoj Samarathunga
Director
University Business Linkage Cell
Rajarata University of Sri Lanka
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TERMS OF REFERENCE FOR THE UBL BUSINESS DEVELOPMENT EXECUTIVE

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

1. BACKGROUND

The central importance of the higher education sector is 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 system 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. The 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. 40,000.00 per month (including 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.

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