

Job Description

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| Position / Job Title: | KTP Associate (Fixed Term) |
| Ref: | 437 |
| Location/Building: | Yamayap (Poole) and Bournemouth University (Poole) |
| Faculty: | Faculty of Business & Law |
| Group/Section: | The Business School |
| Duration if Temporary: | Fixed Term for 24 months |
| Normal Hours per Week: | 37 hours (Some flexibility will be required in order to ensure that key time scales and deadlines are met). |
| Grade: | 6 |
| Accountable to: | General Manager (Yamayap) and Academic Supervisor (Bournemouth University) |
| Special conditions: | Work location: Yamayap, Poole, UK |

Job Purpose

As part of a Knowledge Transfer Partnership (KTP) between Bournemouth University (Knowledge Base) and Yamayap Ltd (Company), the Associate will be required to lead the development of an evidence-based product strategy that directly impacts how we grow and scale, propose and help establish new products/ partners/ channels, and help Yamayap evolve into a market focused and proactive company. The associate will therefore be leading a high impact and defining process for both Yamayap & BU.

Knowledge Transfer Partnerships (KTP) help UK companies to improve their competitiveness and productivity by better utilising knowledge, technology and skills provided by a UK Knowledge Base. The KTP Associate will work closely with the Company and the Knowledge Base to achieve a strategic goal that will deliver significant increased productivity, growth and profitability. The Associate will be guided by an academic supervisor and will also receive guidance from the Company. As such, it is not an isolated role and holds potential for longevity after successful completion of the project.

Main Responsibilities

The KTP Associate is responsible for the following key tasks during the project, but will be supervised by an academic supervisor from the Knowledge Base and will receive guidance from a Company supervisor:

- Gather and undertake analysis of marketing scoping and structure information
- Evaluate and present market and competitor data
- Identify, scope and progress market scoping information
- Liaise with channel partners
- Communicate effectively internally and externally
- Work effectively as part of a team
- Design, write and communicate marketing plans

Contacts

Internal (BU):

Professor Chris Chapleo, Lead Academic
Dr Ediz Akcay, Academic Supervisor
Dr Parisa Gilani, Academic Supervisor

External (Yamayap):

Matt King, General Manager

Richard Burkitt, MD

Challenges What are the most difficult, complex or challenging parts of the job?

The main challenges associated with this role:

- Technical – developing and managing the implementation of a proposed new market-led framework
- Project management – managing the project including aspects of change in business model
- Cultural adaptation – helping evolve the culture of the Company
- Effective market data gathering, analysis and presentation
- Marketing strategy development
- Final report presentation
- Liaising with partners and staff at all levels

Information Governance Responsibilities**Data User**

- i. Comply with the associated data protection, information security, information management and information technology regulations, policies, processes and procedures.

Safeguarding and Regulated Activity

If the role involves engaging in regulated activity relevant to vulnerable groups including children and disabled adults, it is an [offence to apply for](#) and perform the role, if a person is barred from engaging in regulated activity. Further information is available in BU's [Safeguarding Policy](#) and Suitability Statement on the Recruitment and Employment of Ex-offenders.

Additional Information

NB:

The purpose of the job description is to indicate the general level of responsibility and location of the position. The duties may vary from time to time without changing their general character or level of responsibility.

BU is an equal opportunities employer which values a diverse workforce. The post holder must at all times carry out their responsibilities with due regard to the University's Dignity, Diversity and Equality Policy Statement.

Our highly skilled and creative workforce is comprised of individuals drawn from a broad cross section of the globe, and who reflect a variety of backgrounds, talents, perspectives and experiences to build our global learning community. Through fused activity, the post holder must understand and commit to promoting a global outlook.

All employees have an obligation to be aware of the University's Sustainability Policy, Climate and Ecological Crisis Action Plan, Travel Plan and associated documents, and to ensure that they carry out their day-to-day activities in an environmentally responsible manner and inspire students to do the same.

September 2025



Person Specification

| Position / Job Title: KTP Associate (Fixed Term) | | Position No: TBC | |
|---|--|-----------------------|--|
| Faculty / Service: BAL | | Date: September 2025 | |
| SELECTION CRITERIA | | Essential / Desirable | |
| Knowledge (including experience & qualifications) | | | |
| Bachelor's degree (or equivalent) in Marketing or related subject. A postgraduate degree is preferred (Eg MSc or PhD) | | E | |
| Demonstrable experience of strategic marketing including market research, new product development, data-driven marketing and innovation management | | E | |
| Knowledge of commercialisation including pricing models and product lifecycle management | | E | |
| Knowledge of technical solution-based software products is desirable but not essential as it will be gained as part of the KTP | | D | |
| Prior work experience, minimally 30-week placement | | E | |
| Skills | | | |
| Strategic marketing skills and understanding required to embed a marketing focus | | E | |
| Strong interpersonal and communication skills to work across different stakeholders and products including technical products / colleagues but adapt these to external facing products by working with channel partners and external stakeholders | | E | |
| Awareness of team and cultural dynamics within a small business | | E | |
| Excellent organisation and project management skills | | E | |
| Strong problem-solving and analytical skills, with a willingness to learn and adapt | | E | |
| Good verbal and written communication skills | | E | |
| Excellent research and analytical skills | | E | |
| Attributes | | | |
| A willingness to learn and adapt in fast moving markets | | E | |
| A degree of technical understanding, as the company is technology solution based | | E | |
| Ability to proactively plan marketing and sales campaigns | | E | |
| Aptitude for, or appetite to develop, commercial skills | | E | |
| Team player with strong customer focus | | E | |
| Self-motivated and keen to deliver work on time / on budget | | E | |
| Willingness to learn new skills and gain new knowledge | | E | |