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**Job Description**

**Business Development Lead for Adult Skills**

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| **Responsible to:** | Deputy Principal and Chief Executive |
| **Line Manager:** | Deputy Principal and Chief Executive |
| **Contacts:** | College Staff, Students, employers and other College stakeholders, Government Agencies, also could include Parents, Guardians, General Public. |
| **Job Purpose:** | Your job as a Business Development Lead for Adult Skills is to promote opportunities to local businesses, existing and potential learners and, the wider community on all aspects of training and development, College activities and ways in which the College can aid the return to prosperity. Central to this role is the ability to understand the needs of the local economy and local people in terms of employability and skills development. You will promote services to new clients and maintain a good working relationship with existing contacts alongside enthusing students to engage with a range of modes of learning to gain employment, seek new opportunities and lead more fulfilled lives. Knowledge of the College offer; curriculum, training opportunities and the wider portfolio is essential Communicating new developments to prospective employers, understanding their needs and selling our products is key. |
| **Hours:** | 37 hours per week. Occasional extra hours and weekend work may be required, for which time off in lieu is given. Staff are expected to support College events outside of core business hours.  Or Managers: 35 days 8 days Bank Holiday and 5 days for College Closure |
| **Salary:** | £44,470 per annum |
| **Annual Leave:** | The leave year runs from 1 September to 31 August  25 days and after 5 years 30 days  8 days Bank Holiday and 5 days for College Closure  or  Managers: 35 days 8 days Bank Holiday and 5 days for College Closure |
| **Pension:** | West Midlands Pension Fund and our employer contribution is 18.9%  Employee contributions depend on your annual salary see:  <https://www.wmpfonline.com/members>  or  Teachers’ Pension Scheme and our employer contribution is 23.68%  <https://www.teacherspensions.co.uk/members/member-hub.aspx> |
| **Staff Benefits:** | <https://jobs.halesowen.ac.uk/index.cfm?action=content&content=1> |

**Key Responsibilities**

* Developing growth strategies and delivery plans for adult skills, focusing on regional and national priorities, the strategic direction of Halesowen College and the needs of employers and students
* Managing and retaining relationships with existing employers and increasing the client base
* Achieving/exceeding targets for employer engagement and sales
* Working with the Deputy Principal and Assistant Principals to develop the curriculum offer
* Having an in-depth knowledge of courses, SWAPs, business products and services
* Liaising and negotiating with stakeholders to recruit students and provide bespoke provision
* Working with the Chief Operating Officer to research business opportunities and viable income streams and ensuring outputs for any funding are achieved.
* Following industry trends locally, engaging with employers and working with LMI data to inform future activities and curriculum development.
* Reporting on successes and performance against targets
* Any other duties deemed to be commensurate to your role