

**WILTSHIRE COLLEGE & UNIVERSITY CENTRE**

**JOB DESCRIPTION**

<b>Job Title</b>	Head of Business Development
<b>Salary</b>	Grade 4 £43,519 to Grade 9 £50,325
<b>Location</b>	Trowbridge (with regular travel to other campuses)
<b>Reports to</b>	Vice Principal Curriculum and Business Development

**Job Purpose**

1. To be responsible for the achievement of all performance targets set for the Business Development team including Apprenticeship income targets and AEB.
2. To be responsible for increasing revenue and profit through new and repeat business and effective employer engagement to achieve the college's ambitious growth targets.
3. To be responsible for the management and development of apprenticeships and work-based learning, work experience, industry placements, commercial, professional and adult provision ensuring that the quality of engagement is of the highest standard.
4. To identify and pursue opportunities, developing existing accounts and acquiring new ones, with key employers, whilst leading the team by example.
5. To collaboratively work with the Vice Principal - Curriculum and Business Development as a member of the College's Management Group, to ensure the department has an effective structure with staff who have the skills, knowledge, experience, and attitudes required to achieve excellence.

**Main Duties and Responsibilities**

- To be responsible for the overall student and employer experience ensuring the highest levels of satisfaction.
- To maintain and develop effective relationships with employers and students to ensure a high-quality service and that agreed targets are met.
- To ensure that the recruitment of students and employers is of the highest standard and responsive to the needs of both.
- To line manage the Business Development team and to identify staff training needs within the department.
- To lead in achieving the College's continued apprenticeship growth targets and oversee the quality assurance used in the recruitment, sign up, on programme and completion process.
- To identify new markets, local industry priorities and skills need to enable the provision to grow in a sustainable manner.
- Work with College managers to develop relevant employer responsive programmes for the

area and carry out relevant employer engagement activities, including liaison with key employers and stakeholders.

- Implement and manage an employer engagement strategy and oversee a comprehensive contact programme to ensure the college engages with employers in all its areas of work.
- Implement and manage a full training needs analysis approach to employer engagement and evaluate the impact of the training implemented.
- Capitalise on links with employers and engage their expertise in developing the College's professional and technical curriculum as a core part of the Business Development team activities.
- Manage and be accountable for sustained improvements in student recruitment, achievement, and progression within the area.
- Ensure that the targets for student recruitment, retention and achievement are achieved.
- To lead on enabling students to benefit from well planned and appropriate work experience opportunities, this includes Industry Placements to support T Level provision.
- Ensure the College's subcontracting due diligence process is effectively managed and monitored and any risks reported immediately.
- Ensure that subcontractors are delivering against their AEB allocation and that their performance is adequately managed.
- Oversee the delivery of the College's overall AEB to ensure that the allocation is met and there is no financial claw back.
- To plan, manage and ensure the effective deployment of the resource, including human and physical resources.
- Oversee the systems and procedures relating to internal and external audits, ensuring that they are appropriate and fit for purpose and partners are compliant.
- To provide monthly reports on progress against targets set.
- Ensure student numbers and financial income are accurate and appropriate to achieve the contract profiles and growth plans as laid out in the business plan.
- Monitor and analyse contract performance in line with targets and budgets, forecasting and re-forecasting.
- Ensure the data capture relating to all partner activity onto the College Management Information Systems (MIS) is accurate and timely.

## **General**

1. To undertake any further training as identified in the college review procedures.
2. To participate fully in college Quality Procedures.
3. Ensure that safe working practices are followed in respect of COSHH and other Risk Assessment control measures.
4. To comply with and promote college Health and Safety policies and take appropriate responsibility to ensure the health and safety of self and others.
5. To understand, comply with and promote the college's Safeguarding policy and procedures.
6. To understand, comply with and promote the college's Diversity policies and procedures.
7. To engage in continuous professional development.
8. To undertake such other reasonable duties as may be required from time to time and review this Job Description at least annually through the college PDR scheme.

**PERSON SPECIFICATION** (E= Essential D=Desirable)

<b>Method of Assessment</b>  The table indicates the method by which the skills/knowledge/level of competence in each area will be assessed.	Essential or Desirable	Application Form	Interview
<b>Qualifications</b>			
To hold a minimum level 4 qualification in an appropriate subject and/or significant knowledge/experience in relevant area	E	X	
To hold an appropriate professional qualification to level 5 or above	D	X	
To hold a Leadership and/or Management qualification	D	X	
To hold literacy and numeracy qualifications to level 2 or equivalent (e.g. GCSE)	E	X	
<b>Knowledge / Previous Experience / Skills / Ability</b>			
Evidence of in depth understanding of Government policy and initiatives on learning and skills	E	X	X
Evidence of strong financial management skills and an in depth understanding of ESFA funding methodology, AEB and audit requirements	E	X	X
Evidence of dynamic leadership and management experience including successful strategic development of Apprenticeships and Adult Learning	E		X
Strong track record of effective quality improvement including self-assessment	E	X	X
Track record of income generation through successfully identifying opportunities, bidding, and securing external funding	D		X
Experience of leading a team including performance management setting targets, monitoring and appraisals	E		X
Strong track record of effective business development, leading to student success and progression	E		X
Strong track record of employer engagement to include implementing a full training needs analysis approach and developing existing and new accounts	E	X	X
Evidence of researching emerging trends and developing curriculum, commercial courses and training to satisfy customer needs.	D	X	
<b>Personal qualities, communications &amp; relating to others</b>			
Excellent strategic leadership	E	X	X
Self-motivated, positive thinker with a 'can-do' attitude, future driven	E	X	X
Challenges the way things are normally done, seeks continuous improvement through enhanced services and delivery, whilst continuing to delivery core requirements	E		X
Able to produce accurate and timely written reports and deliver high quality presentations	E	X	X
Able to maintain and develop effective communications, liaison and relationships	E	X	X
Track record of developing and maintaining effective external relationships	E	X	X
Track record of managing and prioritising a substantial workload and achieving targets and objectives.	E	X	X
Ensures colleagues are appropriately involved and informed about key issues	E	X	X

	<b>E</b>	<b>X</b>	<b>X</b>
<b>Further Requirements</b>			
To hold a valid and clean driving license	<b>E</b>		<b>X</b>
Willingness to use own vehicle and travel for business purposes for regular travel across Wiltshire and occasionally further afield.	<b>E</b>		<b>X</b>
Have an understanding of and be able to demonstrate a commitment to equal opportunities and diversity	<b>E</b>		<b>X</b>
An understanding of safeguarding and a commitment to creating a safe learning environment	<b>E</b>		<b>X</b>

**In addition to the candidate's ability to perform the duties of the post, the selection process will also explore issues relating to safeguarding and promoting the welfare of children.**

**Notes:**

**This job description outlines the main duties and key performance outcomes of the role. It is not exhaustive and may be varied by the college following consultation with the post holder. The job description, duties and key performance outcomes must be reviewed annually with the line manager and amendments approved by a member of the Senior Management team.**