

JOB DESCRIPTION

Post:	Group Head of Business Development
Responsible To:	Chief Business Officer
Responsible For:	Business Development Officers
Summary of Post:	Working closely with the Chief Business Officer, you will ensure Business Development activity builds new customer relationships and supports learners in their career planning and development.

Specific Duties:

1. Working with the Chief Business Officer, you will generate results and drive the team to constantly deliver growth in apprenticeship numbers, full cost commercial, project based and other non-traditional sources of income for the college.
2. Lead and develop employer training needs analysis activities, utilising a variety of tools, to develop training plans for employers, identify employer training priorities and opportunities for the Group to develop new programmes and services.
3. Manage the business development team to achieve targets, monitor performance and ensure teams are motivated and equipped to succeed.
4. Pro-actively contribute to the implementation and ongoing development of the Groups' Business Development strategy including the development of employer engagement, sales and marketing plans and delivery of large employer events.
5. Working collaboratively with the wider leadership team in establishing and continually developing the Groups' commercial provision by generating strong relationships and understanding around revenue streams including but not limited to, apprenticeships, high level technical qualifications, study programme, adult programmes and HE offer.
6. Build and develop effective relationships with employers and adopt key account management practices to increase our students' opportunities to secure work experience, apprenticeships and relevant employment.
7. Use expert knowledge, research and peer benchmarking activities to identify new opportunities for collaboration, within industry and across employment sectors, to enhance our delivery of activities to students to support their career planning and development.

8. Prepare high quality accurate reports to keep senior managers informed of performance to targets set.
9. Lead and manage the CRM Officer to develop and implement effective business development activities, including marketing materials, e-newsletters and events. Analyse impact and conversion rates of activities to support future decision making.
10. Represent the Group at external meetings and events to raise the profile of the Group's work with employers.
11. Maintain and strengthen current business development activities including employer events and exploitation of the customer relationship management system (CRM), to reflect the needs of our student body and maximising opportunities for employers and other stakeholders to engage with our students.

General Duties and Responsibilities:

1. To participate in the staff support & development scheme and to undertake training based on individual and service needs.
2. To take a lead in creating or to promote a positive, inclusive ethos that challenges discrimination and promotes equality and diversity.
3. To comply with legislative requirements and College policies and guidelines in respect to health & safety and data protection.
4. To demonstrate positive personal and professional behaviour as specified in the Staff Code of Conduct.
5. To undertake continuing professional development to support our culture of continuous improvement.
6. To partake in quality assurance systems.
7. To meet minimum relevant occupational standards.
8. To keep up to date with the skills required to fulfil the role.
9. To undertake any other duties commensurate with grade as may be reasonably requested.
10. You will be responsible for protecting staff and learners from all preventable harm as per Safeguarding procedures.

Please note:

This job description is a guide to the work you will initially be required to undertake. It summarises the main aspects of the job but does not cover all the duties that the job holder may have to perform. It may be changed from time to time to meet changing circumstances.

It does not form part of your contract of employment and as your experience grows, you will be expected to broaden your tasks, suggest improvements, solve problems and enhance the effectiveness of the role.

	PERSON SPECIFICATION	Application	Interview	Shortlisting Weighting
Skills				
1.	Excellent verbal and written communication skills	✓	✓	6
2.	Good organisational skills	✓	✓	6
3.	Ability to communicate and negotiate with a wide variety of internal and external stakeholders	✓	✓	4
4.	Ability to act and think strategically to grow income streams in line with the colleges' strategic plan in a range of programmes including but not limited to apprenticeships, external commercial projects, partnership, T Level industry placements, study programme work experience and HE work placements where necessary.	✓	✓	4
5.	Understanding of the local employment market and the needs of employers	✓	✓	4
6.	Be extremely self-motivated	✓	✓	4
7.	Actively contribute to the College's Safeguarding and PREVENT practice, procedures, culture and ethos	✓	✓	6
Experience				
1.	Experience of undertaking training need analyses to identify where businesses can be supported including the adoption of apprenticeships and T Level placements, new courses, technologies, work practices and/or skills solutions	✓	✓	4
2.	Experience of securing employment opportunities for students	✓		4
3	Demonstrable ability to communicate, present and influence key stakeholders at all levels of an organisation,	✓	✓	6
4.	Experience with CRM software (e.g. MS Dynamics, Salesforce, Zoho CRM or HubSpot) and MS Office (particularly MS Excel)	✓		6

1.	Maths Level 2 (e.g. equivalent to GCSE grade C / 4 or above)	✓		4
2.	English Level 2 (e.g. equivalent to GCSE grade C / 4 or above)	✓		4
3.	Educated to Level 5 or equivalent	✓		6

Advice to candidates

This post is subject to an enhanced disclosure from the Disclosure and Barring Service.

In completing your application please draw attention to the extent to which you meet each of the criteria in the person specification marked as being assessed at application stage. Please use examples of where you have demonstrated the criteria with as much detail as possible to assist in the shortlisting process.

The shortlisting weighting indicates which criteria are the most important to the recruiting manager:

- 6** Minimum/critical - criteria which is essential for the role i.e. it would be extremely difficult for the person to carry out the role without already having these essential skills, experiences or qualifications.
- 4** Important - criteria that would be significant to the candidate being successful in the role. These may be skills, experiences or qualifications that have substantial meaning for the role but could be supported or taught on the job.
- 2** Other relevant - . It would be great if the candidate had, but is not expected to be shortlisted.

Failure to meet all of the minimum/critical criteria would not necessarily preclude your application. Consideration will be given to experience and life skills. Continual Professional Development will be supported and encouraged.

Please be aware should we have a large number of applications for any of our roles we may complete the shortlisting of candidates based on the minimum/critical criteria only.