**Job Description**

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**Vice Principal**

**Student experience and external relations**

**Reporting to:** The Principal



**What will I be doing?**

The post holder is responsible for actively supporting the Principal to ensure that the College fulfils its mission and achieves its strategic goals. You will share responsibility with other senior leaders for the formulation and implementation of College Policy in respect of the overall management of the College and deputising for the Principal where required.

It will involve working across College to safeguard and promote the welfare of students and to enable students of all abilities to realise their full potential

**Key tasks and responsibilities:**

**Corporate Strategy and policy**

* Strategic leadership and overall responsibility for student recruitment, experience and progression.
* External relations and internal communication including promoting and reinforcing College values and the ‘Cirencester Way’.
* Ensure that the College is well positioned within the community and with external agencies to effectively promote the College’s reputation and relationship building at all levels
* To develop and implement the strategy and planning of all marketing and school liaison activities, recruitment and admissions in order to maximise the College’s market share
* To be the lead for all aspects of safeguarding

**Leadership and Management**

* To work with the Principal and other Senior Staff in leading the whole staff and the overall management of the College including dealing with student issues
* Pro-active membership of senior leadership groups and effectively contributing to Corporation and SLT strategic and operational decision making and planning
* Provide inspiring and motivating leadership to ensure that the College offers the highest quality service to its learners and foster a culture of high aspiration which inspires and empowers students to be the best they can be.
* Demonstrate day-to-day commitment to the College’s core values and mission, leading by example. Encourage the commitment of staff and implementation of the College’s policies, practices and procedures, including those relating Health and Safety.
* To provide dynamic and effective line management to ensure continuous improvement in student recruitment, experience and outcomes. These will include the Student Journey and Marketing/School Liaison officers, pastoral leads and other managers yet to be designated\*.
* To ensuring effective cross-college communication to shape a positive staff culture and communicate ownership of policies and decisions so that staff are fully aware of and focused on achieving College objectives.
* To provide clear, accurate and timely reports to the SLT, Governors, Management colleagues and partner agencies on matters relating to the responsibilities of the role. To work with other College managers to ensure the timely and accurate completion and return of information and statistics to relevant bodies.
* To manage self-assessment and development planning for the areas under the post holder’s control. To contribute designated sections to the College's annual Self-assessment Report.
* To work with Finance and Management Information Systems leads to ensure that the funding methodologies of the various funding agencies are optimised to the benefit of learners’ programmes and the financial outcome of the College.
* To effectively manage delegated budgets within agreed limits, ensuring a focus on maximising positive outcomes for students and College viability.
* To lead staff development sessions, including induction, recruitment processes and safeguarding

**Student Journey and Pastoral Support**

* Ensure that the student journey team provide outstanding customer service and guidance to provide excellent student (and parental) experience from open day to leaving.
* Ensure a high level of conversion of applicants and successful induction into the College for all new students.
* Ensuring a highly effective pastoral system which meets the needs of students and parents and ensures outstanding levels of attendance, retention and positive progression.
* To ensure a high degree of consistency in the service provided by tutors and pastoral staff, the delivery of student reviews, progression processes and the common elements of the tutorial programme.
* To lead on processes impacting student experience, encouraging staff to innovate to constantly improve delivery.
* Ensure that student voice processes are truly responsive and that opportunities for student involvement in the life of the College are maximised.
* Oversee initiatives to reduce and eliminate gaps in success and value added between different groups of learners.
* To lead on the provision of outstanding guidance which ensures outstanding levels of positive progression.
* Ensure a safe, secure and healthy learning for all students including setting and ensuring high standards for student behaviour
* To be the College Designated Safeguarding and Allegations Management Lead and to ensure compliance with and implementation of all College policies and procedures in respect of legislation concerning children and vulnerable adults.
* Oversee processes to celebrate and publicise student involvement and achievement

**External relations and marketing**

* To be the lead ambassador for the College enhancing its interests and reputation in local, regional and national arenas
* Develop and maintain productive partnerships with employers, local press, schools, councils and other stakeholders in the community
* Oversee College publicity through all media, ensuring the College maintains its positive image and reputation.
* To represent the College in respect of safeguarding and student issues in dealing with internal and external agencies
* To represent the Principal in oversight of customer service including taking the lead role in dealing with escalated and urgent complaints.
* To provide leadership for College events including marketing and parent events.
* Oversee the development of effective marketing and partnership strategies so that learner targets are met
* Scan the external environment for opportunities, threats and fund raising opportunities- including effectively using available data and ensuring timely responses are made.
* Ensure that choices made in relation to marketing budgets and staff deployment have the most impact in terms of applications and conversion
* Engage the whole College staff in ensuring that the quality of our school liaison and College events are outstanding.

**Other**

* Carry out other such duties as may be reasonably requested by the Principal
* Undertake any personal development necessary to ensure effective performance in the role.
* Work collaboratively with senior colleagues to ensure smooth and effective teamwork and a corporate approach to the leadership and management of the College.
* Support, mentor and coach leaders, managers and staff in order to promote and develop staff wellbeing, motivation and harmonious working relationships

This job description outlines the main duties and key performance outcomes of the role. It is not exhaustive and is subject to annual review by the Principal. Over time, the range of responsibilities may be varied by the College following consultation with the post holder.

This is a permanent full time contract; while the standard College working week is 37 hours, all post holders who are on the College Leadership Spine will be expected to work such hours as are reasonable and necessary for the proper performance of the role

## CIRENCESTER COLLEGE EXPECTED MANAGEMENT COMPETENCIES

In addition to the specific selection criteria, Cirencester College have a range of management competencies we expect when making an appointment at a managerial grade.

# Values

* Promote college values and act with integrity, honesty and respect. At all times promote the college reputation.
* Showing leadership and resilience in difficult periods, setting standards of behaviour and attitude that others aspire to, and as a manager engaging in helping resolve wider College issues

# Focus on students

* Identifying, understanding and giving priority to meeting the needs of our customers, to provide the highest standards of service
* Relentlessly focus on adding value and improving outcomes for all students including closing equalities gaps
* Working with teams review, monitor and develop the whole student experience to ensure students enjoy their studies and reach their potential
* Continuously develop teaching, learning and assessment through training, sharing good practice and innovation

# Strategic Thinking

* Keep abreast of the main developments in FE and the community and implement change strategies
* Demonstrate acute analytical and evaluative skills and a good understanding of data to inform judgements leading to sustainable actions for improvement
* Recognising and responding positively to the need for change, and seeking out opportunities to fulfil the need for change
* Ensure the college’s success through the preparation of realistic and innovative plans and by gaining team commitment to success
* Look for opportunities to expand (or sustain) provision within resources and to relentlessly pursue standards.

# People management

* Lead, manage, support and inspire staff raising aspirations
* Set high standards and targets and robustly monitoring progress to ensure continuous improvement
* Actively manage the individual performance of the team members identifying and addressing both excellent and poor performance
* Able and willing to face potentially difficult staff issues, whilst driving team cohesion and motivation
* Communicating effectively ensuring relevant information is received and understood, addressing concerns/ grievances where possible
* Effective administration of all staff procedures on time, participating in disciplinary /competency processes and ensuring effective attendance and absence management
* Develop, value and support individuals to become confident, self-critical, effective members of high performing, committed teams.

# Management skills

* Manage self, demonstrating flexibility, tenacity and the ability to make sound judgements
* Identifying and solving problems using insight and creativity, and making decisions which best fit College goals
* Planning, prioritising and organising effectively to provide excellent services for the College
* Taking calculated risks to bring about improvements
* Manage budgets to ensure value for money and maximising opportunities for income generation
* Ensure compliance with all college policies across areas of responsibility
* Ensuring that health & safety, safeguarding and equality & diversity are considered at all times
* Undertake appropriate CPD

**Person Specification**

You will be able to demonstrate a wide range of skills, knowledge and experience, including:

**Technical competency and knowledge (qualifications and training)**

* Good Honours Degree or equivalent
* Evidence of recent and relevant continuous professional development
* Evidence of in depth understanding of relevant Government policy and initiatives on learning and skills including programmes of study, performance measures and the Common Inspection Framework.
* Understanding of the principles of effective leadership
* High level of understanding of pastoral processes and functions in a post-16 institution, e.g. staff utilisation, tutoring, guidance and progression, attendance and performance management, etc.
* Appreciation of new challenges facing the post-16 sector including work experience, mental health, apprenticeships and T Levels.
* Understanding of safeguarding of young people including PREVENT.
* Understanding of effective marketing in an educational context.

**Experience**

* Successful management in an institution providing 16-19 education with Good or Outstanding provision.
* Substantial and successful experience of working with students in the 16-18 age range
* Experience of developing, motivating and managing effective multi-disciplinary teams.
* A proven track record in delivering and developing high quality pastoral support and a demonstrable commitment to ensuring all students are treated fairly.
* Experience of developing successful partnerships with a wide range of external organisations
* A strong background in customer service at a senior level and outstanding skills in customer management
* a proven track record of determining and managing operational budgets to ensure the financial security of the College
* Experience of using data to analyse and improve organisational performance
* Proven management experience of establishing and delivering College-wide objectives and of achieving targets within time and resource constraints

**Skills and Abilities**

* Strategic thinker with the vision and ability to ensure outstanding student outcomes
* Excellent presentational skills and the ability to promote the College to both internal and external stakeholders and having the presence to play a local and regional leadership role.
* Excellent written skills, with the ability to present detailed clear and concise information and reports for both internal and external users
* Excellent administrative, organisational, IT skills.
* Strongly analytical with the ability to interpret complex data to make sound, well considered decisions and judgements
* Able to lead others with energy and enthusiasm and to provide the environment where others will feel motivated.
* An ability to delegate effectively and support others in their development
* An ability to work effectively as part of a Senior Leadership Team
* The ability to take advantage of opportunities and challenges to position the College to maximum advantage.
* Ability to successfully challenge established ways and manage cultural and organisational change combined with the ability to pre-empt problems through careful planning and clear and timely communication.
* Interpersonal skills to develop and maintain positive, productive relationships with key stakeholders including staff, students, parents, governors, agencies, institutions and networks inside and outside the sixth form college sector.

**Personal Qualities**

* + A commitment to the mission and values of Cirencester College and to meeting the needs of learners, employers and communities that the College serves.
* A high level of personal integrity and professionalism, with the ability to undertake work of a discreet nature, handle difficult situations with tact and diplomacy, take ownership of issues and performance, and have complete respect for confidentiality.
* Emotional intelligence to build on success and continue to develop an already well motivated workforce
* Willingness to confront issues and make difficult decisions in the interests of students and the College.
* Self-motivated, with a ‘can-do’ attitude and the ability to cope effectively with a high workload and multiple priorities

**Other**

* Possession of a driving licence and willingness to use own vehicle for business purposes
* Ability and willingness to work flexibly (evening, weekend and enrolment duty) to meet the needs of the College
* Ability to undertake the responsibilities of the Designated Safeguarding Lead