**Director of Students - Person Specification**

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| **Requirements** | **Essential / Desirable** | **Assessed Via** |
| **Qualifications** |  |  |
| * Education to degree level | Essential | A |
| * Recognised Teaching Qualification | Desirable | A |
| * Professional marketing qualification * Management qualification | Essential  Desirable | A A |
| **Knowledge** |  |  |
| * A combination of knowledge and creativity in approaches to marketing post-16 education in a competitive environment | Essential | A/I/P |
| * A thorough understanding of the needs of learners and of barriers to success, including all aspects of enrolment, advice and support | Essential | A/I/P |
| * In-depth understanding of current & projected policies and developments within the post-16 sector | Essential | A/I |
| * Understanding of the particular barriers and challenges facing a college operating in a competitive environment | Essential | A/I |
| **Experience** |  |  |
| * Experience in setting vision and direction, driving performance and acting with courage to address risk * A successful track record in the leadership and management of people | Essential  Essential | A/I  A/I |
| * Experience of leading, developing and delivering a dynamic, innovative, fit for purpose marketing strategy within a commercial or college environment | Essential | A/I |
| * Experience of leading, developing and delivering a dynamic, innovative, fit for purpose framework for the support for the student community. | Essential | A/I |
| * Experience of leading change and innovation, to encourage, motivate and lead all staff to achieve the highest levels of service, quality and performance excellence | Essential | A/I |
| * A proven track record of delivering continuous improvement in the operation of a College and the performance of its students | Essential | A/I |
| * Experience in building successful external relations with other agencies and employers | Desirable | A/I |
| * Industrial and / or commercial experience | Desirable | A/I |
| **Skills and abilities** |  |  |
| * Creativity and strategic agility * A sense of urgency in developing excellence in meeting the needs of students and in dealing with staff underperformance. | Essential  Essential | A/I A/I |
| * An ability to lead others with energy, enthusiasm and tenacity; to command respect and ensure that others feel valued and motivated by building consensus * An ability to take decisive action to make transformational changes. | Essential Essential | A/I A/I |
| * An ability to use data to support management aims in the delivery of an effective and efficient unified service to students, including enrolment | Essential | A/I |
| * Effective interpersonal and communication skills and ability to represent the college | Essential | A/I |
| * Able to work individually and as part of a team. * Able to develop close relationships with other educational institutions, employers, the local community and government agencies in order to increase collaboration and improve provision | Essential Essential | A/I A/I |
| * The ability and motivation to devise and implement equal opportunity and diversity strategies that give all students and staff the chance to develop and grow | Essential | A/I |
| **Attitudes and Beliefs** |  |  |
| * Commitment to continuous professional development | Essential | A/I |
| * A commitment to excellence and prioritising the needs of learners. * A student centred approach based upon engaging students and developing their talents | Essential Essential | A/I A/I |

**Key to Assessment Methods:**

A = Application Form

L = Letter of Application

I = Interview

P = Presentation

T = Task

*The information on this form will be the basis on which the applicants will be assessed for shortlisting purposes. Please consider the extent to which you meet the person specification, and how you will illustrate this in your application. You can include all relevant experience, including voluntary work.*