

Job Description: Commercial Director

Role Specific

1. Reporting directly to the Vice Principal for Adult and Apprenticeships, leading on all aspects of commercial activity, sales and recruitment for Apprenticeships and work-based training.
2. To develop and implement commercial and recruitment strategies in line with NCCG's goals and objectives and ambitions for growth.
3. Support the setting, managing and monitoring of income and apprenticeship recruitment targets using key metrics and reporting performance to the senior leadership team.
4. To lead the sales and recruitment department, drive performance and deliver effective performance management of the team, ensuring positive outcomes for applicants, employers and stakeholders.
5. To lead on the development and maintenance of key stakeholder relationships representing NCCG externally and promoting collaboration.
6. Be proactive in keeping up to date with commercial opportunities and threats, market developments and changes in government priorities including funding.
7. To lead the implementation and adoption of improved CRM systems to support exemplary communication with stakeholders and reporting of engagement.
8. To provide essential market intelligence to inform the development of the Colleges work-based curriculum offer, responding to local, regional and national need.
9. To ensure effective and responsive budget and resource management.
10. To play an active role as part of the College's management team and build positive relationships to support the Work-Based Training and Apprenticeship team in securing positive outcomes.

College Responsibilities

1. Share the College's Vision, Mission, Values, Behaviours and communicate them effectively
2. Participate in Staff Review and Professional Development activities and be actively involved in the College's culture of high expectation
3. Value diversity and promote equality
4. Engage in marketing activities and liaison with employers and the wider community in line with College strategies
5. Contribute to cross-college events
6. Adhere to College policies and procedures including health and safety
7. Ensure good communication at all levels
8. Be responsible for safeguarding and promoting the welfare of children, young people and/or vulnerable adults
9. Any other duties that the Principal considers appropriate

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Person Specification	Commercial Director
Qualifications and Attainments	Essential / Desirable
4 GCSEs or equivalent including Maths and English at Grade C/4 or above	Essential
Degree Level Qualification in a relevant subject	Essential
A recognised management qualification	Desirable
Training, Experience and Knowledge	
Extensive experience of effectively leading/managing a team, inspiring loyalty and motivating others	Essential
Extensive experience of sales and recruitment of apprenticeships/training	Essential
Extensive experience of leading internal and external stakeholder engagement	Essential
Current, In-depth understanding of the Apprenticeships	Essential
Demonstrable experience of successfully delivering challenging recruitment and income targets	Essential
Experience of analysing and reporting income, sales and engagement data	Essential
Experience of working with CRM systems	Essential
Personal Skills and Attitudes	
Ability to lead a team	Essential
Possess excellent communication skills, both written and verbal	Essential
Be a team player	Essential
Be resourceful and creative with the ability to work well in different environments	Essential
Organised, methodical and accurate to ensure the production of informative reports	Essential
Invested in own continuous professional development	Essential
Display initiative, be positive and enthusiastic	Essential
Demonstrate a commitment to equality and diversity, customer service and quality assurance	Essential
Demonstrate a commitment to the process of continuous review and improvement	Essential
Suitability to work with children young people and/or vulnerable adults	Essential
Flexible approach to working times in line with the College (attendance at Open Events, Parents' Evenings etc., as required)	Essential

