



COMMERCIAL DEVELOPMENT  
MANAGER

RECRUITMENT PACK



The City  
of Liverpool  
College

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# WELCOME!



## Dear Candidate,

Thank you for your interest in the Commercial Development Manager role at The City of Liverpool College. We hope the information in this pack gives you an insight into who we are and the communities that we work with, as well as setting out our strategic direction.

It's an exciting time to be joining the College. As an anchor institution within the City Region, the College serves 10,000 learners each year from a diverse variety of backgrounds. With state-of-the-art facilities and TEF Silver status for Higher Education provision, the College is home to groundbreaking innovation and involved in a wide variety of exciting new developments across the city.

We are seeking people who share our culture and values to join our committed and dedicated team.

We encourage applications from people of all ages, ethnicities and life experience who not only reflect the College's values, but also represent the diverse, vibrant communities across our city.

We place a high value on our employees and the successful candidate will have access to a variety of exciting possibilities to advance both personally and professionally. You will also join a friendly, working environment and have access to a range of generous staff benefits and great opportunities for development and progression. We really care about our people and will support every aspect of your wellbeing and your career development.

If after reading the job advert and role details you are excited about the possibilities of joining the College and feel you can make a positive contribution to our organisation, we would love to hear from you.

Thank you for your interest and we look forward to receiving your application.

# ABOUT US



The City of Liverpool College occupies a unique space in the Liverpool City Region, and is the biggest FE College in Liverpool, the City Region, and much of the North West. We offer an unparalleled breadth and depth of courses to a diverse variety of students across a wide-ranging curriculum: from entry level to degree; from apprenticeships and vocational skills to higher education and professional courses; from short, sharp courses focused on upskilling and career progression to full-time provision that develops the next generation of talent for the City Region's businesses.

Every year we enrol over 16,000 students from across the City Region, coming together to form a diverse and inclusive student body. Our students benefit from dynamic links with employers and communities and a strong sense of place; the College has a long and rich history within the City of Liverpool and strong links to the communities and people that it serves. Liverpool is a city with a strong and storied sense of place, from our successes on the international stage in football, music and medicine to the history that marks the city landscape around every corner.

It is also a city that has suffered, and continues to suffer, from significant socio-economic disadvantage and other inequalities. These issues have only been further exposed during the coronavirus pandemic, which will have a long-lasting impact on the City Region. The pandemic has caused a huge amount of hardship and distress but it has also shone a light on the City Region's resilience, innovation and a compassionate community spirit.

As an anchor institution within the city, the College has a key role to play in supporting the City Region to 'build back better' – driving sustainable improvements in economic growth, health and wellbeing and issues of disadvantage and inequality. We're continuing to work with employers to ensure every aspect of our curriculum is responsive to current and future industry need, and that our students are challenged to succeed. We're reaching out to our communities to form critical partnerships that test our thinking and ensure we meet their needs through both intent and design – committing to doing better every year than we did the year before.

Most importantly, we're committed to preparing our students beyond a qualification. Every student that comes through our door should be supported to achieve and progress with the skills and expertise they need for that crucial next step, whether that's into education or employment, and with the aspiration and confidence to lead in their own right.

# COLLEGE SUPPORT STAFF



**Salary: £30,938 - £33,794**

**Working Hours: 35**

## Location

The City of Liverpool College have five locations across the city centre. You could be based at any one of these dependent on the school or department. There may also be need to work across sites during your working day or week.

## Working Hours

FTE working hours is based on 35 hours per week between Monday-Friday. There may be some requirement of weekend or evening work.

## Pension

Local Government Pension Scheme.

## Probation

6 months.

## Salary Progression

Annual increments through scale. Annual pay award subject to college performance and profitability.

## Leave Entitlement

Salary scale specific.

- 25 days (increasing to 29 days after 5 years' service).
- 2 additional statutory days over Spring Break
- 5-7 days Christmas closure

Annual leave entitlements run from 1st August until 31st July

## Notice Period

1 month

## Benefits

The College provides you with a generous package of rewards and benefits, along with opportunities for ongoing professional development. Benefits include access to employee discount platform, subsidised travel, access to EAP and health cash plan.

## Sick Pay

SSP during probation followed by occupational sick pay after this period of:

- 6-10 months employment = 1 month full
- 11 months – 3 years employment = 2 months full and 2 months half + SSP
- 3-4 years employment = 3 months full and 3 months half + SSP
- 4-4.5 years employment = 5 months full and 5 months half + SSP
- 4.5 years plus employment = 6 months full and 6 months half + SSP

## Equality, Diversity and Inclusion

At The City of Liverpool College everyone matters. As a college we are committed to promoting a safe, diverse and inclusive working environment and creating opportunities for all. One of the ways we do this is through the development of staff network groups. The groups give members the opportunity to collaborate share experiences and identify challenges for all under-presented groups and individuals within the college.

## Our current Staff Network Groups are:

- BAME
- LGBTQ+
- Disability

We've also recently implemented a cross-college mentoring scheme, working with staff from underrepresented groups to ensure they have access to support, mentoring and progression opportunities.

# STRATEGIC PLAN

Our Strategic Plan 2021-2025 provides an overarching framework to support and inform the strategies which sit beneath it: our curriculum strategy, informed by economic drivers and the best of industry insight and innovation; our dynamic approach to business development and partnerships with stakeholders; our investment in cutting edge facilities and a flexible and responsive

learning environment; our extensive and holistic approach to student support.

The plan sets out the strategic direction and aspirations of the College and reaffirms our commitment to prioritising their needs: businesses, communities, and, most importantly, our students.

## Our Strategic Goals

### Strategic Goal #1



#### World-class skills for business

Operating as “The College for Business”, with a focus on current need and industry innovations and supporting the post-pandemic recovery and economic growth across the City Region.

### Strategic Goal #2



#### Delivering an outstanding student experience

Tailoring our approach to the needs of our learners, our city and our communities as part of a dynamic partnership with all three.

### Strategic Goal #3



#### Developing talent for sustainable employment

Upskilling, reskilling and generating the talent of the future through a focus on careers, not courses.

## Our Strategic Enablers

### Strategic Enabler #1



#### Turning disadvantage into advantage

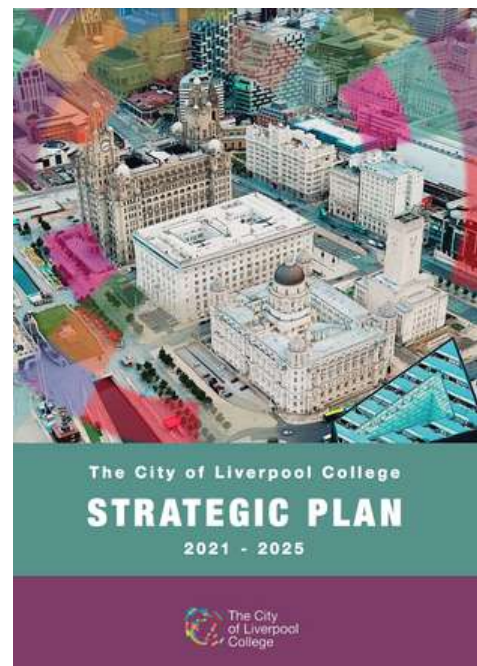
*Recognising* our student cohort and delivering an experience tailored to their needs, taking a student-centred approach ('the whole student').

### Strategic Enabler #2



#### Systems thinking by critical thinkers

Changing the *culture* across the College from top to bottom to realise an impact that goes beyond individual actions ('the whole college') as a crucial part of the City Region's education and skills system.



# JOB DESCRIPTION

## The Role

The Commercial Development Manager will be responsible for the planning and direction of key aspects of the College's Commercial strategy. This will include leading on specified projects of the strategy, formulating business plans to support implementation, securing investment and building internal/external relationships.

The Commercial Development Manager will also work alongside the Commercial Director to establish the College's business gateway, that will include brand/proposition development, developing sector intelligence across key LCR industries and nurturing external business relationships through an integrated approach to CRM.

The post holder will also actively monitor, seek out and secure new funding opportunities for the College, as well as overseeing the bidding process and utilising all funding streams available. The Commercial Development Manager will oversee the management and review of the College's existing and potential commercial contracts.

The post holder will support the Commercial Director with setting and monitoring commercial targets and take timely action where needed. To support this, the post holder will develop an in-depth understanding of local and regional competitors and share market insights to support the Commercial Strategy. The post holder will develop reporting mechanisms that provide business intelligence to support future initiatives as well as reporting progress against targets.

The postholder will be required to undertake significant cross-college working that will include building and maintaining excellent working relationships with Heads of Faculty, Heads of School and other departments. In this capacity, they will act as a key point of contact to support the development of specialist commercial projects and funding/investment programmes, providing industry insight for curriculum planning and facilitating business engagement, as well as identifying opportunities.

The Commercial Development Manager will also support Commercial events opportunities and businesses accessing the College's facilities for commercial hire.

The Commercial Development Manager will ensure high standards are consistently achieved, providing an outstanding service to all internal and external stakeholders to support the College's strategic aims.

# JOB DESCRIPTION

## Position Description

### Key Accountabilities & Responsibilities

- Manage the planning and direction of key aspects of the College's Commercial Strategy
- Lead on agreed projects within the Commercial Strategy to maximise the College's commercial offer and to support business development opportunities.
- Identify new commercial opportunities, including new markets, new clients, new partnerships or new products and services
- Lead on existing and new bidding opportunities for the College, maximising all available funding streams.
- Manage client relationships and projects/briefs with internal and external design and marketing teams to set the marketing strategy for 'The College for Business' brand, apprenticeships and other employer facing College functions.
- Maintain and develop relationships with current clients, including key account management for College Commercial partners and external stakeholders
- Work with the Commercial Director to establish the College's business gateway, including leading the planning and strategic implementation of projects, such as industry boards, CRM, talent bank, business engagement and business facing marketing initiatives.
- Maintain and develop strong working relationships with Heads of Faculty, Heads of School and other members of SLT/WLT, acting as a key point of contact who can direct existing commercial activity, support new business development initiatives and the provision of industry intelligence.
- Support the development and delivery of Commercial events across the College, including commercial hires and business engagement events.
- Stay up to date with new trends and funding/bid opportunities, managing the College's local and regional DPS accounts.
- Ensure that all business in the Commercial team is conducted professionally and complies with College policies and procedures.
- Represent the College at key events and activities as appropriate throughout the year, including attending conferences and events to build relationships with industry
- Carry out the duties of the post in line with the College's Single Equality Scheme.
- Carry out such other relevant and appropriate duties within the framework of a post of this grade that may from time to time be required at a location determined by the needs of the service.

### Leadership and Management:

- Provide management oversight to the delivery of the Commercial Strategy
- Take the lead on development of key aspects of the Commercial Strategy, producing concise, informed business and investment plans for cross-college teams
- Ensure the practice and promotion of equal opportunities and safe and healthy behaviour in college

# JOB DESCRIPTION

## Professional Practice and Values

- To contribute fully to the mission and values statement of the College Group ensuring its effective implementation in all aspects of College life.
- To contribute to the College and cross college curriculum strategic objectives and to actively engage in the annual review
- To take proactive responsibility for Health & Safety to ensure that a safe working environment and safe working practices are always maintained.
- To comply with the General Data Protection Regulations (GDPR).
- To support cross-college activities as required the key enrolment and invigilation periods.
- To review own professional development needs and to participate fully in future training and development
- Carry out any other relevant and appropriate duties as determined by the needs of the service and as appropriate to the grade.
- Act as a positive ambassador for the College Group, maintaining a professional and positive image within the organisation and to external stakeholders
- Participating in cross-college activities such as enrolment, summer recruitment, exam invigilation etc as required
- Comply with the College's financial regulations and other standards for procurement/asset management
- Ensure the accuracy and confidentiality of information held within the office and comply with data protection protocols and relevant policies as appropriate.
- Carry out any other relevant and appropriate duties as determined by the needs of the service and as appropriate to the grade.

# PERSON SPECIFICATION

PERSONAL ATTRIBUTES, QUALIFICATIONS & EXPERIENCE	ESSENTIAL	DESIRABLE
Educated to degree level in a relevant subject		√
Excellent written communication skills with the ability to write concisely	√	
Proven relevant experience of building strong working relationships (internally and externally)	√	
Excellent communication and organisational skills	√	
Ability to use own initiative and self-motivated	√	
Excellent computer literacy – ability to use the current IT programs of the College an advantage	√	
High level of attention to detail	√	
High level of interpersonal skills and acts with integrity and a high level of ethics	√	
Strong strategic and negotiation skills to make sound commercial decisions	√	
Excellent organisational, project management and planning skills and experience of delivering effective commercial programmes	√	
Proven ability to interpret and analyse information and formulate and present reports and recommendations	√	
Ability to work to internal and external deadlines, managing own time effectively	√	
Membership of a relevant professional body		√
Good understanding of the local labour market and meeting the training needs of employers		√
Good understanding of the local labour market and meeting the training needs of employers	√	

# INTERVIEWS: what to expect

We've made significant changes to our recruitment practices to ensure a streamlined, non-biased and effective process is followed. In 2020, the college brought into effect blind shortlisting, enabling managers to view applications for all roles without any personal information being disclosed. Only at the time of completed shortlisting will managers find out personal details such as name or contact details. For all management posts, any candidate who meets all essential criteria and identifies as BAME will automatically be shortlisted for interview, helping us to continually increase representation and diversity at all levels.

Candidates will be appointed based on relevant qualifications, experience and skills and whoever is most suited to the job.

To apply for a role at The City of Liverpool College, there are a number of stages which you must go through, in line with our recruitment policy and commitment to Safer Recruitment.

Each stage of the recruitment process is outlined below. Throughout the recruitment journey you will be contacted by email. If you require any assistance or to answer any questions, contact our recruitment team any time at [askrecruitment@liv-coll.ac.uk](mailto:askrecruitment@liv-coll.ac.uk).



# YOUR APPLICATION & INTERVIEW

To get started, you will need to complete an online application on our website. This is the first stage of the process, where you will provide key information about your skills, abilities and suitability for the specific role. The hiring manager will only see your application at this stage and will not see your name or any other personal details. When the post is closed for applications, shortlisting will take place against the advertised criteria.

It is important not to rush your application, and to include as much detail as possible.

## Points to remember:

- 1. Review the job specification** when completing the application. You should include information relating to the key points in the job and ensure all information is accurate and honest.
- 2. Supporting information** is an important element of the application. This is where you are able to tell us about yourself and your skills and knowledge. This is also where you will state why the hiring manager and the college should choose you. The supporting information can also include any additional points which may not have been covered elsewhere in the application.
- 3. Always review** the application in full before submitting. Once submitted, you will not be able to alter or change parts of the application form.
- 4. Please do not submit a second application.** If you have any issues with the first, please contact our recruitment team.
- 5. Adverts may close sooner** than the closing date if there are a high number of applications, please do not leave your application until last minute.

## Whilst completing the application, please make sure you:

- 1. Provide all details** of education and qualifications you may hold.
- 2. Provide full employment history** (most recent being first).
- 3. Provide any gaps** in employment.

You will also be asked for reference information. References are not sent prior to interview and if you are successful in appointment, we will let you know before we contact your referees. Unfortunately, The City of Liverpool College is not able to sponsor any work permits. Full Right to Work (RTW) must be in place for employment at the college.

The City of Liverpool College has a duty to collate equality information on all applications received. The information you supply during this process is used for reporting only and is not made available at any point to the shortlisting or interview panels. Capturing this information helps us to consider how effective our policies on promoting equal opportunities and valuing diversity are. It will never be used to decide who will be offered the job.

We offer a guaranteed interview scheme for applicants who consider themselves to have a disability or who are from a minority background and who meet the essential criteria stipulated in the person specification. This is the only personal information the shortlisting or interview panel will openly see.

If you do consider yourself to be disabled or have any long term health issues and require support in the application, attending interview or any tests as part of the selection process, please let our recruitment team of any reasonable adjustments you need. This will enable us to support you in maximising your ability to gain employment with us.

# YOUR APPLICATION & INTERVIEW

## Shortlisting

If your skills, knowledge and experience match the requirements which are stated in the person specification, you will be shortlisted for the position. You will be invited to attend interview for the next stage of the process.

Shortlisting is carried out by the hiring manager and interview panel members. The shortlisting process is based on your application form meeting the person specification.

You will be contacted via email to attend interview. Please note these emails may go into your junk or spam.

## Interview

All candidates that are shortlisted are invited to attend interview via email. This may go into your junk or spam inbox. You will be sent a link to select an interview time and provided with any additional information you may require, for example whether there are any tests or practical sessions as part of your interview.

Once you have selected an interview time, you will be sent a confirmation email which will confirm interview details including location, date and time. Interviews may be held face to face on site or may be held remotely online. If remote, you will be sent a separate email link for the interview.

We use a range of selection methods to ensure the best candidate is selected for the role. Depending on the role you have applied for, you may be asked to undertake a test, task or a microteach. For more senior roles you may be asked to complete psychometric tests prior to your interview. These tasks will help the hiring manager assess your suitability for the role and they will always be relevant to the role you have applied for.

## Below are some helpful tips for your interview:

1. **Research** the college and the specific role you have applied for and ensure you have read through the person specification.
2. During the interview, ensure **eye contact** to engage with the interview panel, also be aware of your body language.
3. Think and **prepare a list of questions** you would like to ask the interview panel. You will always be given the opportunity to ask questions at the end.
4. **First impressions** always count, be professional and friendly and ensure you are looking smart for the interview. This will still apply if your interview is remote, ensure your surrounding area is appropriate and practical for the interview.
5. If your interview is face to face, **plan your journey** into the college, know where to park and allow time for any traffic or issues. If you are delayed for any reason, please contact the main reception.

We wish you the very best of luck with your interview with us.

## Interview Outcome

After interview, if you are successful, you will be contacted by the hiring manager, or chair of the panel to offer you the role. The manager will then inform the recruitment team of the outcome.

If you are unsuccessful, you may be called either by the hiring manager or the chair of the panel, or you may be contacted via email to notify you of the outcome. If you would like any feedback at this stage, please request this via email to the recruitment team.

# PRE-EMPLOYMENT CHECKS

When you receive your conditional offer letter it will outline all required checks that need to be complete before an unconditional offer is confirmed. You will be sent a separate link to complete onboarding documentation online, and a further DBS link if a new DBS is required.

## These checks consist of:

**1. Identification** – we will require a valid identification document for your right to work within the UK. We would ask that at least either your right to work, or another identification document has your photograph on. A right to work document will either be: UK Passport, EU valid RTW with verification code, UK birth certificate or a Biometric Residence Permit. We also ask for two forms of proof of address.

**2. Enhanced Children's Bar Check DBS** – you will be required to declare any convictions or cautions.

**3. Online checks** - the College will carry out an online search as part of our wider safeguarding diligence. The focus of this online search is to identify any incidents or issues that may have happened, and are publicly available online, which may cause concern regarding your suitability to work with children

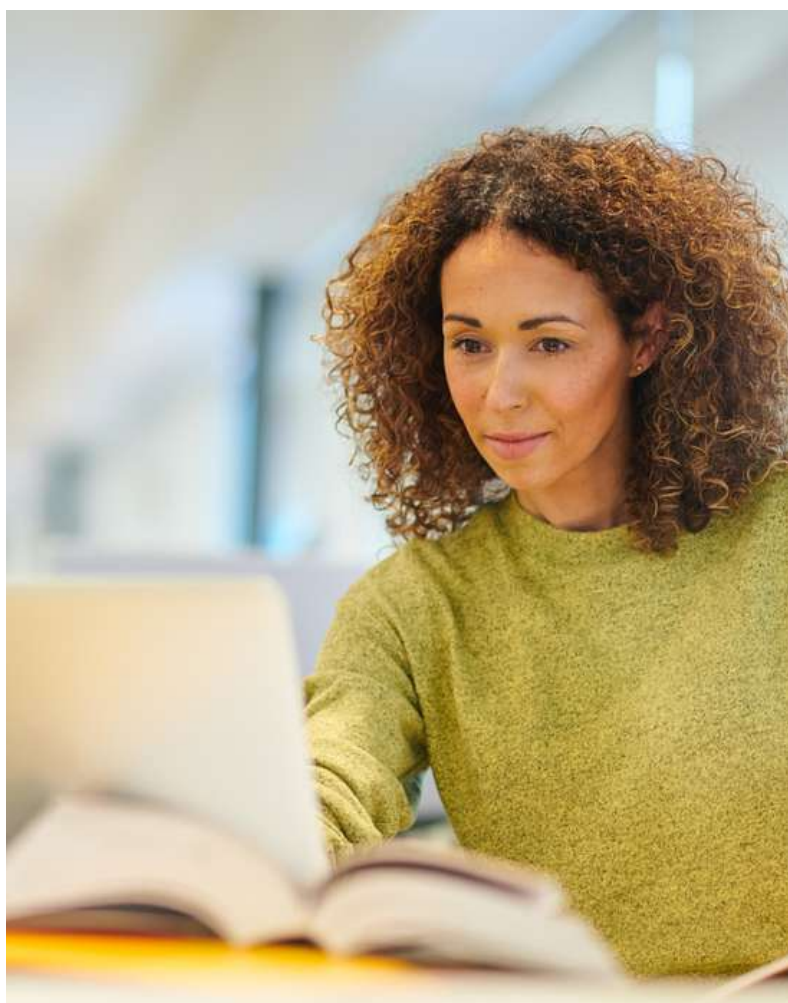
**4. Qualification** – certificates will be verified, if applicable to the post you have been appointed for.

**5. Professional registration** – will be checked if applicable to the post you have been appointed for.

**6. References** – we will be required to request references covering the last 3-5 years of employment or education history. This must include your most recent or current employment.

**7. Occupational Health** – if you declare a health condition you will be required to complete an online OH questionnaire which is then shared with our OH department. The team then may contact you directly to discuss.

The recruitment team will keep track of where you are up to within the checks and ensure reminders are sent if and when required.



# CONTRACT & INDUCTION

## Contract of Employment

Once all checks have been completed a start date will need to be arranged between you and your line manager. This will be completed via the recruitment team.

Once a start date is set, you will be issued with a contract of employment to review and sign. Your line manager will then be in contact to arrange your first day.

## Induction

We want all new starters to have the best possible start at the College and be equipped with the tools and knowledge they need to be successful in their roles. Induction begins prior to joining the College,

with some mandatory training to be completed before the first day of employment. The Recruitment Team will be in touch to give you further details.

All of our new starters benefit from a comprehensive induction period, which includes a core group of activities and learning, plus function and role specific sessions which are more targeted to the individual, as well as an introduction to the College culture. You will be invited to a corporate induction and lunch in our Academy Restaurant, where you will have the opportunity to meet with some of our Senior Leadership Team and network with other new starters.



# TESTIMONIALS

“

I have worked at the college for approaching 2 years. In that time I have been involved in so many different projects, no two days are the same, which I love. Hard work is valued and I have had lots of opportunity to progress. I have brilliant colleagues who I learn from every day, and everyone cares so much about the students.

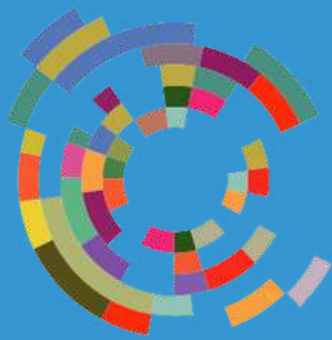
”

“

Everyone is really welcoming and there is a real focus on students and their achievement and wellbeing. I feel very valued.

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The City  
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