



# Blackpool and The Fylde College Candidate Pack

## Head of Curriculum- Creative Arts and Digital Industries (CADI)



# Principal's Welcome

Thank you for your interest in the position of Head of Curriculum– Creative Arts and Digital Media at Blackpool and The Fylde College (B&FC).

B&FC sits amongst the most successful institutions in the country for student success. We are Ofsted outstanding, QAA commended and recently received the highest possible 'gold' rating in the government's new Teaching Excellence Framework (TEF) for higher education, outpacing many larger colleges and universities. The College is financially resilient with an annual turnover of c£54m.

We have 1,200 staff and 18,000 students who choose to develop their skills with us. As Head of Curriculum– Creative Arts and Digital , your challenge is to positively contribute to our ongoing success, maintaining and providing further dynamism to our e-learning developments, enhancing our student engagement, meaningful work placements.

If you thrive in a dynamic and forward-thinking business, where new ideas and innovation are supported and encouraged, and you have the skills, experience and knowledge we seek, then we would be keen to hear from you.

For an informal conversation about the vacancy, please contact Lucinda Burke, Recruitment Specialist on 01253 504 164 or email [lucinda.burke@blackpool.ac.uk](mailto:lucinda.burke@blackpool.ac.uk)

Yours sincerely,



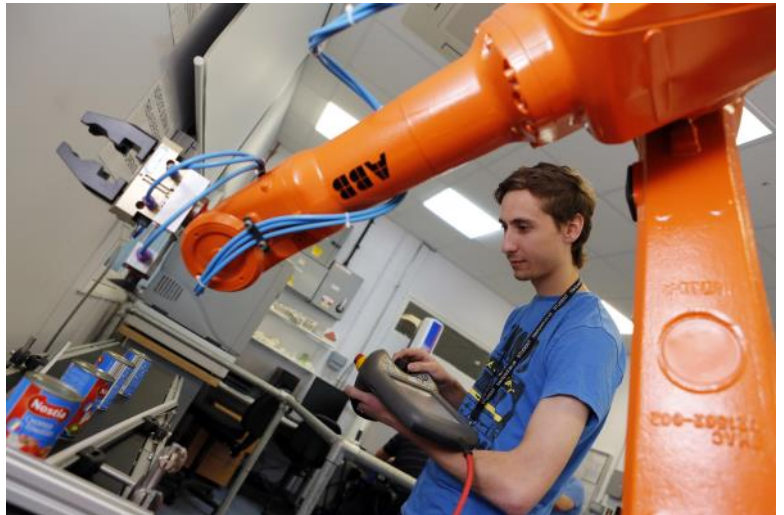
Bev Robinson OBE  
Principal and Chief Executive



# About B&FC

One of the UK's leading Further Education colleges, B&FC offers high quality technical and professional routes to professional and skilled employment facilitated through strong relationships with industry.

Academic standards at B&FC are consistently rated as amongst the best in the sector. We are graded outstanding by Ofsted and the Skills Funding Agency's Education and Training National Success Rate Tables published in April 2015, May 2016 and June 2017 show us as the highest performing large college for student success rates for 3 consecutive years.



Our Higher Education provision has earned commendations from the Quality Assurance Agency for Higher Education (QAA) and, more recently, the highest possible 'gold' rating in the government's new Teaching Excellence Framework.

B&FC was awarded the Queen's Anniversary Prize for Higher and Further Education in November 2015 in recognition of the College's bespoke professional degree provision, co-created with both regional and national employers. In September 2016, we were the sixth college in the country to be granted Foundation Degree Awarding Powers by the Privy Council, demonstrating high levels of confidence in what we do.

We are a customer centric organisation. We work closely with industry partners to develop their workforce, whilst ensuring our students have the opportunity to secure sustainable employment.

We have invested £33m in learning infrastructure in the last three years, with plans to invest a further £18m in the next two years.

B&FC is a major local employer with 1,200 staff. The College has an annual turnover of circa £54m. More than 18,000 students annually choose to study with us and over 1800 employers choose to work with us.

## Mission

B&FC: Inspirational learning creating outstanding futures

## Values

- Placing the student at the heart of all we do
- Showing fairness, courtesy and mutual respect
- Learning, teaching and assessment as the key to our success
- Empowering others to achieve their full potential
- Working collaboratively to achieve excellence and growth



# B&FC Key Facts

- B&FC has been offering education and training since 1892 and is one of the largest employers on the Fylde coast with circa 1,200 staff
- We focus on aspects of education and training which are needed to drive the economy, deliver a skilled workforce for industry and secure employment for students
- c18,000 students annually chose to study at Blackpool and The Fylde College; of which over 3,000 are in higher education
- More than 1,800 businesses locally, regionally and nationally choose B&FC to deliver education and training programmes for their staff
- B&FC is judged by Ofsted as outstanding (Oct 2013) and the college's higher education provision received more commendations than any other institution in the UK from the Quality Assurance Agency for higher education (QAA, May 2013). In June 2017, B&FC was the only college in Lancashire to receive the highest possible 'gold' rating in the government's new Teaching Excellence Framework (TEF)
- The College has been the highest performing large Further Education college in England for student success for three consecutive years (source: ESFA April 2015, May 2016 and June 2017). This is against a backdrop of Blackpool being the seventh most deprived town in the country and having poor attainment at secondary school. Blackpool and The Fylde College graduates are typically local and 'first generation'. We are champions of social mobility.
- The College was awarded the Queen's Anniversary Prize for Higher and Further Education 2015 for technical and professional work in partnership with employers and became a founder member of the Chartered Institute for Further Education in 2016
- In 2016, the College was granted Foundation Degree Awarding Powers by the Privy Council
- Our degree courses deliver the higher technical and professional skills needed to secure lifelong career opportunities and promote social mobility. Strong employer relationships ensure an industry-relevant curriculum and a buoyant rate of progression into employment/further study
- We have a range of specialisms including aerospace, automotive, engineering, energy, maritime, gaming, digital, health and project management
- We have STEM assured status; 68% of our students at levels 3, 4 and 5 undertake STEM related study.
- Our award-winning Build Up programme has ensured that over 5,000 long-term unemployed residents have successfully secured relevant full-time roles in the construction sector
- B&FC is the joint owner of National College Onshore Oil and Gas.





## Benefits to the local economy

- One of the largest employers on the Fylde Coast, c1,200 staff
- Actively seek close working with local industry to ensure it has the skilled workforce it needs to drive its business forward and reduce staff recruitment costs.
- Net impact of staff and College expenditure in Blackpool, Wyre and Fylde is £46.3m annually. (EMSI June 2013)
- We run supplier events to support and encourage local businesses to successfully join our procurement framework.
- Examples of our corporate social responsibility include members of Management Forum undertaking the following roles in the community.
- Blackpool, Fylde and Wyre Economic Development Company
- Blackpool Challenge Board; governors in local schools
- RNLI lifeboat volunteers and other roles such as Justice of the Peace



## B&FC Curriculum offer

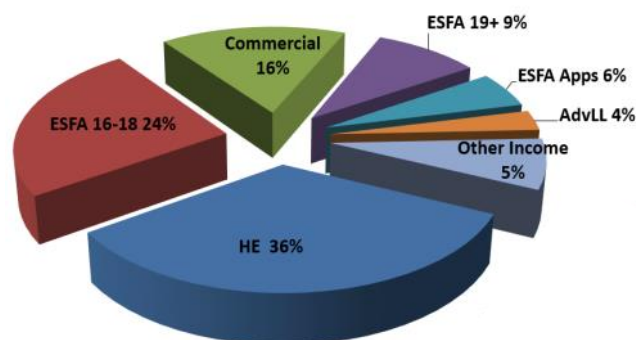
B&FC offers a broad technical and professional based curriculum across all levels, up to and including Level 6 Honours degree provision. We prepare students to be able to secure sustainable jobs and successful careers, by working closely with employers and occupational sectors both regionally and nationally.

Our curriculum is strongly STEM based, which provides a sound platform for work in our specialist areas such as Maritime Studies and Energy. Our new Lancashire Energy HQ campus will open in September on the Blackpool Airport Enterprise Zone. We have a growing portfolio of apprenticeships and commercial work through our national provider, Illuminate Training Solutions. We have also been actively involved in Trailblazer developments.

## Financial strength

B&FC is financially strong. We run the College as a business and our core business is learning, teaching and assessment with students at its heart. We have diversified over several years which gives us additional financial resilience.

### 2017-18 Budget Income

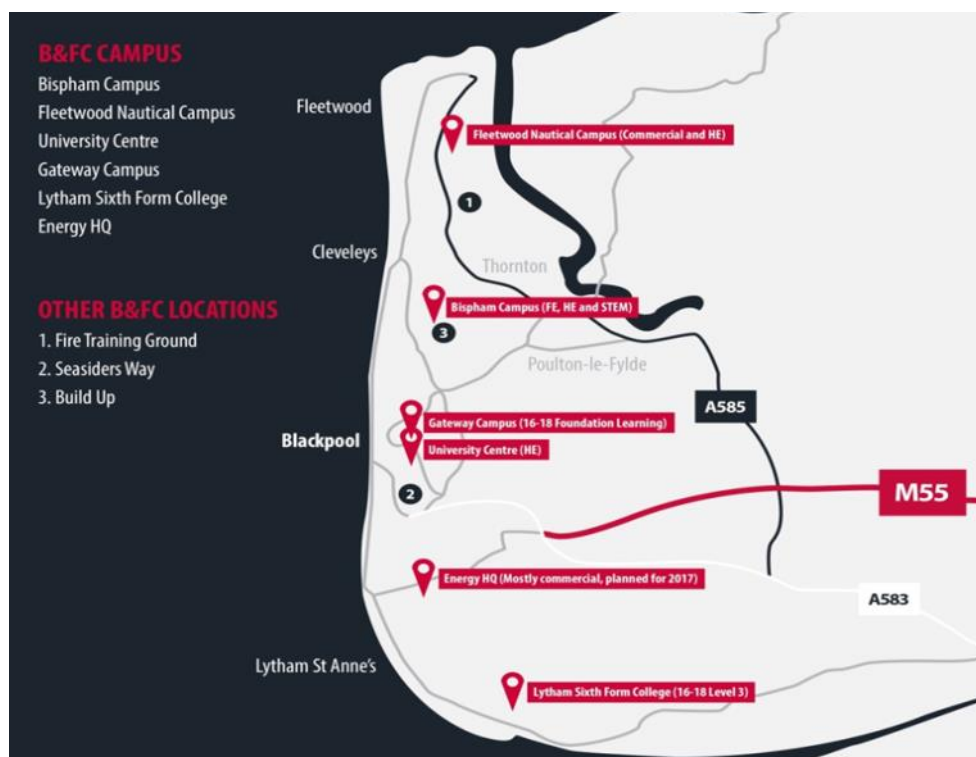


# B&FC is located over a 17 mile stretch of The Fylde coast

## Please note:

As outlined in the person specification, we require the successful post holder to relocate to within a 45 minute drive time of one of our sites on The Fylde Coast.

A relocation package of up to £5k is available, subject to the normal HMRC rules.



## Recruitment timeline and Application Process

To make a formal application, you are required to submit a Blackpool and The Fylde College Application Form, with a covering letter explaining how your previous experience relates with the candidate specification alongside a copy of your latest CV.

### Formal application timeline:

Submit CV and short covering letter by the application deadline	To be confirmed
Shortlisted candidates advised by	To be confirmed
Shortlisted candidates undertake online testing	To be confirmed
Interviews, presentation, in tray exercise and opportunity for tour and meeting members of B&FC SMT	To be confirmed
Candidates advised of outcome by	To be confirmed

# Job description

The reward package consists of:

- Salary £58k (spot salary)
- Private healthcare option
- TPS Pension Scheme
- 35 days annual leave

## Principal Duties:

- With vision and creative flair, provide overall academic and strategic leadership for the curriculum area to deliver an outstanding student experience, which engages, inspires and prepares students for the world of work
- Lead and manage inspiring learning and teaching opportunities across the curriculum area which deliver year on year improvements in student retention, attendance, success, value added, progression, work experience and outcome measures
- Lead the ongoing development of a dynamic and future focussed curriculum offer, which is demonstrably responsive to LMI, LEP priorities and employer/stakeholder need
- Lead the effective delivery of a holistic, high quality and distinctive Partners for Success tutorial, support and guidance framework within the curriculum area
- Lead the effective implementation and continuous development of the College's Employability Strategy within the curriculum area
- Lead and facilitate highly effective student engagement including active citizenship, positive personal behaviours, respect for others, enterprise awareness, professional behaviours and attitudes
- Promote positive and safe environments where learning can flourish, working with colleagues across the college to ensure we are providing necessary safeguarding (including Prevent) support for students
- Develop an annual business plan for the curriculum area, including accurate forecasting to deliver against agreed targets and to report achievement by means of regular performance monitoring
- Implement a lean, effective and efficient resource strategy within the curriculum area to support the delivery of the college's learning and teaching strategy including for example; optimised timetabling; staff utilisation; and the use of learning technologies to support social and self-directed learning
- Lead the continuous improvement of customer centric behaviours within the curriculum area and to coach, mentor, develop and line manage direct reports in line with the College's People Strategy
- Promote a culture of high performance and constructive self-criticism to deliver outstanding performance
- Ensure effective communication within the curriculum area
- Maintain and improve health and safety standards in the curriculum area
- Work collaboratively across College to ensure that the College achieves its mission and strategic plan

*This Job Description is current as at September 2017 and may be amended from time to time after consultation.*

## **Duties of all Managers across the College:**

1. To support the College in its corporate endeavors and achievement of its Mission and Strategic Plan.
2. To manage an annual self-assessment exercise in order to monitor and evaluate performance, to bring about year on year improvement.
3. To manage the recruitment and selection process and be responsible for the development and annual performance management of staff.
4. To manage and allocate resources effectively and efficiently to high standards expected in the public services.
5. To establish effective communication within and outside the college.
6. To maintain and improve Health and Safety standards in the area of responsibility.
7. To establish and secure quality improvement and produce an annual Quality Improvement Plan

## **Standard Responsibilities for all employees of B&FC:**

1. To fully adhere to all college policies and procedures.
2. Take appropriate responsibility to ensure the health and safety of self and others.
3. Pursue the achievement and integration of equality and diversity throughout all College activities.
4. Blackpool and The Fylde College is committed to safeguarding and promoting the welfare of children, young people and vulnerable adults. We expect all staff to share this commitment.
5. To show commitment to the College and its internal and external customers.
6. To work co-operatively with colleagues at all times.
7. Undertake any other tasks and responsibilities appropriate to the level of this post.



# Candidate Specification

1. Skills and Abilities		
Essential		Evidenced in:
1.1	A strong empathy with, and understanding of, all student groups and an enjoyment of working with them	Application / Interview
1.2	Ability to communicate fluently, both orally and in writing, with a wide range of audiences	Application / interview In-tray exercise / References
1.3	Ability to provide direction, to plan and lead projects and work to targets	Application
1.4	Energy, enthusiasm and commitment to achieve defined goals	Application / interview In-tray exercise
1.5	High level of initiative and personal judgement in order to make independent decisions and recommendations	Interview
1.6	Demonstrable customer centric attitudes and behaviours	Interview
2. Experience		
Essential		
2.1	Substantial successful experience of leading and managing FE and HE provision within the relevant curriculum area	Application / interview
2.2	Substantial experience of quality management processes related to the student experience	Application / interview
2.3	Thorough understanding of quality assurance and improvement measures including attendance, retention and achievement	Application / interview
2.4	Significant experience in a senior role in Further and/or Higher Education and of leading and line managing staff at a variety of different levels.	Application / interview
2.5	Demonstrable recent track record of improving student success	Application
2.6	Experience of leading innovative and creative developments which enhance the customer experience	Application
Desirable		
2.8	Experience of working for a large, complex organisation	Application
2.9	Experience of work based learning	Application
2.10	Experience of Safeguarding and Prevent	Application
3. Knowledge		
Essential		
3.1	Knowledge of the CIF and/or the QAA Code of Practice	Application
3.2	Knowledge of the government's skills and productivity agendas	Application / Interview
3.3	Knowledge of highly effective customer centric engagement strategies	Presentation

# Candidate Specification

4. Qualifications		
Essential		Evidenced in:
4.1	Degree or equivalent professional qualification within the relevant specialist subject area	Application
4.2	A recognised teaching or training qualification	Application
Desirable		
4.3	Postgraduate qualification	Application
4.4	Management qualification	Application
5. Attitude / disposition		
Essential		
5.1	Pro-active, can-do approach	References / Interview
5.2	Calm under pressure and able to work to tight deadlines	References / Interview
5.3	Sound judgement, tough-minded and challenging	References / Interview
5.4	Reliable, dedicated and resilient	Testing / Interview
5.5	Honesty and integrity	Reference
5.6	Flexibility and adaptability to change	Testing / Reference
5.7	Self-directed with high level of personal drive	Testing / Reference
5.8	Commitment to achieving excellence through continuous improvement	Application / Interview
5.9	Understanding and committed to Equal Opportunities and safeguarding and promoting the welfare of children, young people and vulnerable adults	Application / Interview
6. Other		
Essential		
6.1	A full UK driving licence & Access to a vehicle for business purposes or equivalent mobility	Application
6.2	Able to obtain satisfactory DBS clearance	DBS Certificate
6.3	Ability to undertake some travelling and spend occasional nights away from home	Application
6.4	Ability to work flexibly in line with the needs of the business	Application / Interview
6.5	To relocate to within 45 minutes' drive time of one of B&FC's sites on The Fylde coast	Application