



JOB DESCRIPTION

POST TITLE: STRATEGIC LEAD – ADULT COMMERCIAL STRATEGY AND DEVELOPMENT
POST NUMBER: WREQ2878

JOB PURPOSE

The post holder will work as one of the senior managers working directly with the College Leadership Board to lead the College approach to the commercial growth of the adult provision in the West of England Combined Authority, North Somerset and the South West as a whole working across the full range of College products and portfolios, including working with employers to deliver College income targets and wider objectives.

The post holder will lead the Employment Services area (which includes adult delivery for the unemployed, ESF projects and the West of England Works provision) on a day-to-day basis alongside their other duties to deliver the following core objectives through a wider range of activities and projects:

- Deliver growth of adult and commercial income streams.
- Expand the delivery of provision for unemployed learners.
- Enable the College to be the recruiter of choice for businesses in the South West.
- Produce efficiencies and innovation within existing contracts and delivery.
- Grow/protect existing market share.
- Ensure the quality profile of the college is maintained.
- Improve the experience and/ or progression of learners.

The post holder will have the business acumen to identify strategic opportunity, be able to plan for such opportunities and have the capacity to bring relevant teams together to process opportunities, including bids and marketing/sales strategies, to significant wins and into implementation.

The role will focus on ensuring there is a Group-wide consistent approach to maximising our relationships with stakeholders in the full range of new and existing business opportunities, in order to support the continued growth of the Weston College Group.



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The Post holder will be innovative, inspirational and forward thinking, able to identify opportunities for the College and translate these into sustainable successful outcomes. The Post holder will be a strong leader able to manage multiple projects designed to maximise business opportunities for the College across a range of potential income streams and sectors. This role will require achieving targeted business and income for the organisation.

KEY TASKS/DUTIES

- Support the Associate Principal/Director of Adult Studies, to develop a sustainable and multifunctional growth strategy for commercial and adult studies within the College group based on financial remuneration, market share/gain and quality of customer experience.
- To identify new markets and customer needs and building a strong network of strategic contacts to support this ongoing intelligence and lead generation.
- Work closely with the Business Growth Team to identify opportunities for delivery.
- Ensure development of a team below you that are hungry for success and have the business tenacity to grasp a concept and turn it into cost effective, entrepreneurial solutions.
- Lead a team focused on delivering high quality sustainable growth for the College – set and monitor performance against stretching and realistic targets.
- Identification of new markets and opportunities. Development of full business cases and implementation plans which include thorough financial assessments and make recommendations to the Corporate Leadership Board.
- Ongoing review and evolution of the College's offer to ensure the College has a high-quality offer which stakeholders can easily identify, value and differentiate from our competitors.
- Supporting with opportunities for national bids and liaising with multiple internal stakeholders to ensure successful delivery.



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- Robust implementation planning across all new projects and income streams.
- Effective and efficient project management, leading project teams across the College and externally.
- Comprehensive target settings and KPI's for all strategically set projects.
- Ability to work with large employers and other key stakeholders locally, regionally and nationally to facilitate the growth of the College.
- Awareness of the economic and industrial climate and the wider skills environment.
- Comprehensive understanding of funding streams and curriculum design.
- High level ability to work on own initiative and deliver results through leading teams.
- Have an innovative approach to growth within the FE environment.
- A key understanding of the 'Teaching and Learning agendas'.
- To ensure the provision of regular succinct monitoring reports for Leadership Board and Governors.
- Manage areas of budgetary responsibility ensuring your areas of responsibility remain in budget and resources are maximised and efficient.

OTHER RESPONSIBILITIES

- Developing innovative approaches to engaging new opportunities.
- Monitor performance against targets.
- Ensuring academic standards are maintained and improved.
- Ensuring college administrative procedures are carried out.
- Ensuring college policies and procedures are adhered to.



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- Providing reports, data and other information as required.
- Representation on internal and external committees and events etc, as and when required.
- Motivating and developing members of teams.
- Acting as appraiser (as specified in the College Policy) for members of the team as appropriate.
- Other duties as may be required by the Principal to reflect changes and developments commensurate with the grade of the post.
- Comply with Information Security requirements in line with College policy.
- To work effectively with the Leadership Board to achieve the College's mission and strategic goals.

FLEXIBILITY IN THE ROLE

Given the dynamic nature of the role and structure of Weston College, it must be accepted that, as the College's work develops and changes, there will be a need for adjustments to the role and responsibilities of the post. The duties specified above are, therefore, not to be regarded as either exclusive or exhaustive. They may change from time to time commensurate with the grading level of the post and following consultation with the member of staff.

EQUALITY AND DIVERSITY

The College is committed to equality and diversity for all members of society. The College will take action to discharge this responsibility but many of the actions will rely on individual staff members at Weston College embracing their responsibilities with such a commitment and ensuring a positive and collaborative approach to Equality and Diversity. This will require staff to support the College's initiatives on Equality and Diversity which will include embracing development and training designed to enhance practices and the experiences of staff, students and visitors to the College with an inclusive approach that celebrates differences.



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HEALTH AND SAFETY

All members of staff have a duty to maintain the safe and clean conditions of their workplace area and to co-operate with Weston College on matters of health and safety. This will include assisting with risk assessments and carrying out appropriate actions as required. Staff are required to refer to Weston College's Health and Safety Policies in respect to their specific duties and responsibilities.

SUPERVISORY RESPONSIBILITY

Line reports; Curriculum and Innovation Leads x 2, Administration Manager, Training and Development Manager, Partnership Manager (WoEW) Head of Compliance and Project Operations (WoEW).

SUPERVISION RECEIVED

Associate Principal/Director of Adult Studies.

STAFF DEVELOPMENT

All staff are required to participate fully in Weston College's staff development programmes and have a responsibility to identify their own professional development needs in conjunction with their line manager.

CONDITIONS OF SERVICE

The College standard Contract of Service for Management Spine staff applies.

SALARY

£44,850 (Spot Scale).

HOURS

Hours of attendance: 37 hours per week.

Annual leave: 318.5 hours per annum, inclusive of statutory bank holidays and college closures.

The College reserves the right to direct up to 5 days of your annual leave entitlement for efficiency purposes.



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Weston College is committed to safeguarding and promoting the welfare of children, young people and vulnerable adults, and expects all staff and volunteers to share this commitment.



PERSON SPECIFICATION

	<i>ESSENTIAL</i>	<i>DESIRABLE</i>
Five GCSEs at grade C or above (or equivalent), including English Language and Mathematics. <i>All applicants must be able to provide evidence of a Level 2 Qualification in Mathematics and English Language or be willing to undertake the qualification whilst in post.</i>	✓	
A Degree or equivalent level of qualification.		✓
Experience of working at a strategic management level in an organisation.	✓	
Extensive commercial awareness and a business development track record.	✓	
Experienced with leading project teams and managing projects across a large organisation.	✓	
A track record of identifying opportunities and converting these into live projects/ developments.	✓	
A highly motivated leader with drive and determination.	✓	
Experience of winning and retaining contracts locally, regionally and nationally.	✓	
High attention to detail – able to produce written material of a high standard – including presentations, reports, business plans and proposals.	✓	
A track record of innovation and creativity – highly solution focused.	✓	
Proven track record of contract management and KPI monitoring.	✓	
Experience of creating a strategy and implementing it.	✓	
Experience of implementing and mobilising for large contracts/ project roll outs.	✓	
Thorough understanding of funding and strategic planning methodologies.	✓	
Sound working knowledge of budgeting procedures/management.	✓	
Setting and achieving high standards for self, teams and students.	✓	
Excellent interpersonal communication skills – able to form positive productive relationships internally and externally.	✓	
Able to influence others at all levels and inspire collaboration.	✓	



PERSON SPECIFICATION

A proactive and robust approach to managing change.	✓	
A proven track record of managing staff and teams.	✓	
Excellent management skills and ability to lead and motivate a project team effectively.	✓	
Understanding and ability to develop and manage a cost-effective curriculum.	✓	
Knowledge and experience of current teaching and learning strategies, including understanding of what Ofsted Outstanding looks/feels like for a learner and employer.		✓

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