



JOB DESCRIPTION

Job Title:	Head of Business Development (Sales and Growth)
Grade:	Management Spine 13-15
Hours:	37 hours per week (pro rata)
Location:	Framwellgate Moor Campus
Department:	Business Development
Accountable to:	Vice Principal Business Development, Productivity & Apprenticeships

Job Purpose

The College is looking to further develop its business engagement regionally, nationally, and internationally through workforce development and skills training, knowledge exchange and transfer, innovation, and development.

The postholder will be responsible for the Business-to-Business relationships with the College and local, regional, and national employers, generating revenue from full cost, adult education, externally funded (ESF), apprenticeships and higher education courses

The postholder will lead on the development and performance of marketing and sales activities across the whole organisation – identifying new business opportunities, targeting resources, and increasing the delivery of employer-responsive provision in the workplace.

Key Result Areas

1. Generate new business across the whole organisation (including full cost, adult education, ESF funded provision, apprenticeships, and higher education courses, through initiatives and proactive marketing and develop new streams of business from existing and new accounts
2. Ability to recognise potential leads and convert to college business

3. Review and develop a Business Development unit that is fit for purpose within the business needs.
4. Support the Director of Apprenticeships in the Colleges Apprenticeship growth strategy
5. Manage the overall performance, and development of team members – including setting targets, monitoring performance, providing support and improving quality
6. Prepare content and produce marketing literature for marketing materials and website and liaise with the marketing team regarding the design and printing of marketing materials, attend marketing and career events.
7. To develop and drive a whole college sales team to drive up productivity and address strategy for growth
8. Develop and maintain robust reporting protocols to analyse profitability on all courses, regular statistical information and reports, annual self- assessment report and commercial reviews
9. Ensure quality of delivery and liaise and develop dialogue with assessors to fully understand the range of products
10. Working with the Vice Principal of Business Development, Productivity & Apprenticeships and the Director of Apprenticeships & Partnerships to prepare robust budgets and forecasts for both Short Courses and Apprenticeship sales
11. Working with the Vice Principal of Curriculum and Vice Principal of Higher Education and Adult to prepare robust budgets and forecasts for potential opportunities in the various funding streams across the college;
12. Achieve and maintain turnover and profitability targets for all courses, and provide support to meet employer apprenticeship recruitment targets
13. Act as the main administrator for the customer database, train new users and liaise with system provider to ensure the system is working effectively and meeting departments needs.
14. Undertake direct promotional activities to employers through all communication routes including visits, cold calling and telesales to include cross promotion of all college offers

15. Prepare and present proposals to employers to include training, apprenticeships and corporate relationships with the college
16. Develop and maintain a full understanding of competitors and market share
17. Present a friendly and efficient service that demonstrates a high level of commitment to customer service; acting as a point of contact, dealing with enquiries and responding to requests for information
18. Manage the Central Employer Database
19. Maintain a relationship throughout the delivery of the training with employer as a “key contact” to meet customer service levels
20. Report on employers’ needs identified but not yet addressed by the college to support development of demand-led programmes
21. Represent the College in key employer business meetings which present significant business opportunities across all areas of provision;
22. Keep up to date with economic and business developments – monitoring business and labour market trends in order to identify opportunities for growth in the College’s provision for employers;
23. Maintain an awareness of the marketing activities and initiatives of the College’s competitors;
24. Work in close liaison with the Head of CIS and the Curriculum Managers to ensure that employer-based activity is dealt with in the timeliest manner;
25. Manage the budgets, ensuring that financial targets are achieved;
26. Motivate, direct and develop designated staff to meet key performance targets for the department and College.
27. Any other duties commensurate with the grade and status of the post.

General Responsibilities

1. To promote the mission, vision and values of New College Durham
2. To ensure effective communications within and between teams, be involved in and participate in meetings, team briefings, development days, etc.

3. To engage with line manager in regular appraisals and performance reviews against agreed objectives.
4. To be responsible for actively identifying own development needs
5. Staff must take reasonable care, and be aware of their responsibilities under the Health and Safety at Work etc. Act (1974) and to ensure that agreed safety procedures are carried out to maintain a safe environment for staff and visitors to the College.

Variation in the Role

Given the dynamic nature of the role and structure of New College Durham, 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 New College Durham 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 all-inclusive approach that celebrates differences. Failure to embrace these commitments may lead to formal action.

If you as a member of staff identify how you or the College can improve its practice on Equality and Diversity please contact the Equality and Diversity Officer in Human Resources 0191 375 4025. Alternatively if you wish for any support or assistance with regards to Equality and Diversity please again contact the above individual.

Commitment to Safeguarding Vulnerable Groups

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

PERSON SPECIFICATION

Job Title: Head of Business Development
(Sales & Growth)

Assessed by key:

1. Application form
2. Interview
3. On the job
4. Skills test

In order to progress through the recruitment process you must be able to show how you meet each of the criteria at ALL of the "assessed by" stages stated.

Qualifications	Assessed by	Essential	Desirable*
English and Maths at Level 2 (GCSE / O Level, Grade C/4 or above) or equivalent or willing to work towards**	1	✓	
A degree and/or professional qualification in a business-related discipline or equivalent professional experience	1	✓	
Evidence of continuous professional development	1	✓	
Experience	Assessed by	Essential	Desirable*
Evidence of income growth through ESFA and Higher education courses and/or apprenticeship provision	1, 2, 3	✓	
Experience of producing growth strategies for whole college business areas	1, 2, 3	✓	
An ability to thrive in a fast pace, target driven environment	3	✓	
Experience of managing people and projects that achieve specific measurable growth targets	1, 2, 3	✓	
Experience of recent relevant employment in a managerial role	1, 2	✓	
Experience of using a range of media to reach target markets	1, 2	✓	
Experience of leading business meetings	1, 2	✓	
Recent experience working in a further education and/or higher education or training organisation demonstrating an extensive knowledge and understanding of various funding streams	1, 2	✓	
Demonstrate an understanding of managing budgets	1, 2		✓
Experience of utilising social media to facilitate business growth	1, 2		✓

Understanding of OFSTED Education Inspection Framework	1, 2		✓
Skills and abilities		Essential	Desirable
Develop positive and productive business relationships with partners and clients	2, 3	✓	
Utilise a range of tools for environmental scanning and identifying growth opportunities	2, 3	✓	
Identify and exploit new market opportunities	2, 3	✓	
Set and monitor challenging, achievable and measurable targets for team members	3	✓	
Communicate clearly and concisely (both orally and in writing) – presenting detailed information accurately and complex arguments persuasively	2, 3	✓	
Ability to use IT packages and systems to a high level of proficiency	3	✓	
Plan and prioritise own workload, and workloads of others, effectively	3	✓	
Ability to stay calm under pressure and meet tight deadlines	2, 3	✓	
Outstanding influencing skills and the ability to inspire others	3	✓	
Other requirements		Essential	Desirable
Suitable to work with young people and vulnerable adults	2, 3	✓	
Full UK driving licence and access to a vehicle for business use (or access to equivalent mobility)	1	✓	

*For the post holder to be successful in the role, all criteria within the person specification are essential, however for the purpose of recruitment some are listed as desirable as we may expect to see this skill, experience or qualification develop or be obtained once in the role.

ESSENTIAL KEY COMPETENCIES FOR THE ROLE AND PERFORMANCE MEASURES

At New College Durham we are keen to ensure that we have a common set of managerial competencies to support the attainment of the Colleges mission vision and values.

The College will provide staff with appropriate training and development to refine and enhance existing competencies, but all managerial staff must consistently demonstrate these competencies in all their activities

Competency - Quality & Organisational Drivers

Continuous Quality Improvement

Maintains excellent performance and drives continuous improvement by:

- Accurately self-assessing performance to identify key strengths and areas for further improvement;
- Developing and monitoring impact-focussed improvement activities and plans;
- Being results-focussed and closely monitoring performance to inform improvement opportunities;
- Demonstrating responsibility for performance against agreed targets;
- Acting with trust and integrity to deliver high standards and performance.

Acts as an Agent for Change

Takes a positive approach to implementing changes by:

- Communicating effectively to make change happen;
- Demonstrating a positive attitude to change;
- Explaining and presenting change in a positive way to others;
- Consulting with those affected by the changes and responding positively and constructively to suggestions and concerns;
- Recognising and rewarding positive contributions.

Competency - Managing People & Performance

Delivering Results

Knows what is required in their day-to-day work and takes responsibility for working to a high standard by:

- Agreeing role requirements with those they report to and work with;
- Planning and managing day-to-day workloads to meet agreed targets and deadlines;
- Setting clear objectives that are in line with the business needs;
- Ensuring compliance with the College's policies and procedures.

Deploying People and Resources Effectively

Makes best use of own time and other resources by:

- Monitoring how their time is used and proposing more efficient ways of working;
- Developing teams, individuals and self to enhance performance;
- Making best use of people's skills to deliver business objectives;
- Taking action to increase efficiency.

Competency - Managing Finance

Financial Planning

Understands the strategic financial operations of the College and contributes to its success by:

- Recognising the main funding streams of the organisation and the basis of funding for each;
- Recognising the College's strategic financial objectives as reported in the College's strategic plan;
- Understanding and reacting positively to the changing priorities of the funding bodies;
- Understanding and reacting positively to changes in legislation

Financial Management

Works within budget limits to deliver best value for money by:

- Considering budget limits when allocating resources;
- Advising on cost implications of plans and activities;
- Monitoring income and expenditure and demonstrating where savings can be made;
- Ensuring compliance with the Financial Regulations and Procedures.

Competency - Leadership

Providing Direction

Provides direction by:

- Developing and delivering the strategy of the team/department/School/College;
- Maintaining an awareness of the wider context and responds;
- Promoting excellence in areas of teaching and/or the provision of support services;
- Promoting the activities of the School/Department both internally and externally as appropriate;
- Leading by good example.

Competency - Building Capability

Developing Knowledge and Skills

Creates an environment that supports the development of the skills and expertise needed to meet current and future business needs by:

- Understanding knowledge and capability requirements in relation to current and future business needs;
- Facilitating the training and development of an appropriate skills base within the team
- Encouraging personal development and helps others to learn

Working Collaboratively

Instigates collaborative working within and beyond NCD, and creates an inclusive and supportive culture by:

- Creating opportunities for collaborative working
- Promoting the benefits of, and lessons learnt from effective collaborative working
- Promoting the benefits of a diverse workforce

Competency - Planning & Organising

Effective Planning

Plans, prioritises and organises effectively to provide excellent services for the College by:

- Creating clear, realistic plans and deadlines;
- Incorporates learning from previous actions into planning

This job description may be reviewed in light of experience, changes and developments during the on-going appraisal and performance review process.

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