# Description: BDC logo small

# JOB DESCRIPTION

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| **Job Title:**  **Grade** | Managing Director of Apprenticeship Works  P (52-54) plus PRP |
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| **Line Manager:** | Principal & Chief Executive |
| **Directorate:** | Business Innovation & Enterprise |

**Job Purpose**

To provide strategic guidance and direction regarding the College’s employer engagement strategy, leading the performance of Apprenticeship Works, by directing and managing its business operations. Partnership and collaborative working, both internally and externally, across a broad spectrum of clients will be paramount to achieving defined outcomes including high quality work based training, growth and commerciality.

**Corporate Responsibilities**

* Provide strategic and operational leadership, ensuring the College builds on its reputation as a responsive provider of high quality provision.
* Drive the continuous development of a career driven curriculum, which is market focused and supports the future skills needs of learners, communities and employers.
* Create and maintain a high performance culture underpinned by an ethos of ownership focussed on delivering world-class education and training.
* Harness technologies to promote innovation in curriculum delivery and business operations.
* Recognise the power of networks and support the College in building sustainable and productive partnerships locally, regionally and nationally.
* Promote growth and prosperity by unlocking potential, promoting enterprise and innovation.
* As a values driven leader in our organisation, lead by example, ensuring that these behaviours are embedded within all practices and processes.
* Ensure optimum and efficient utilisation of resources, adhering to Financial Memorandum, Regulations and Procedures.

**Key Responsibilities**

**Strategic and Operational Leadership**

1. Provide strategic insight, informing and working within the College’s Strategic Direction to convert the mission and strategic objectives into an overarching vision and strategy for all employer engagement activity, from growth in apprenticeships to delivery of industry placements and the development of curriculum products.
2. Develop a comprehensive business operating plan, detailing short, medium and long term objectives, targets and KPIs to measure success, including key elements such as income growth, curriculum product development, services offered and employers/sectors targeted.
3. Provide strategic and operational leadership on the development, delivery, performance management and quality improvement of Apprenticeship Works (AW), a subsidiary company of BDC.
4. Drive a ‘business approach’ throughout Apprenticeship Works, championing a culture of innovation and client led responsiveness that identifies and exploits new business opportunities to generate sustained growth in apprenticeships, work based training and commercial income.
5. Targeting a national geographical area and larger employers, develop sustainable partnerships with employers, the business community and other key stakeholders, through effective networks and a collaborative approach to achieving key priorities and objectives.
6. Develop and fully implement a sales, relationship management and key account strategy, with jointly owned targets and KPIs, measuring both inputs and outputs through effective monitoring and intervention mechanisms.
7. Develop a well-informed, demand-led and profitable curriculum portfolio and services to employers, ensuring Apprenticeship Works remains at the forefront of industry needs, provides a leading-edge curriculum and maintains a competitive edge.
8. Establish a cross-college relationship management model, formalising commissioning to ensure product planning and delivery capacity is integrated into the college’s planning cycle. This may involve establishing internal service level agreements to define roles and responsibilities and joint targets.
9. Promote a culture of excellence and continuous improvement throughout Apprenticeship Works to provide an outstanding customer and client experience and consistent service standards.
10. Working with the Director of Marketing and Recruitment, develop and implement an effective marketing and public relations strategy to promote Apprenticeship Works, its products, services, the brand and image of the company locally, regionally and nationally.
11. Develop a strong profile and reputation, actively promoting Apprenticeship Works and the benefits of engaging with company, differentiating Apprenticeship Works from its competitors.

**Leadership of People and Resources**

1. Line manage the Delivery, Sales, Engagement and Industry Placement teams.
2. Develop a high calibre team, promoting an enterprising and agile staff culture encouraging the commitment of staff by leading by example.
3. Oversee the staff performance and development goals, assign accountabilities, establish priorities, conduct annual performance appraisals and ensure the continuous professional development of staff within Apprenticeship Works so as to meet and exceed individual / team targets and quality standards.

**Financial Management and Oversight**

1. Prepare and monitor the implementation of the annual budget to ensure that budget targets are met, that revenue flows are maximised and that fixed costs are minimised.
2. Closely monitor the operating and financial results against plans, targets and budgets, taking remedial action where necessary and informing the Executive of significant changes.

**Other Duties**

1. Engage successfully with staff across the College to secure their support and involvement, attending meetings and delivering training as appropriate.
2. Provide and present timely and strategically focussed reports and updates to SLT, the Executive and the Board – to include business activity reports, KPIs, forecasts, target focussed action plans, potential and actual revenue reports.
3. Be accountable as a senior leader for the annual review of key strategies, policies and procedures ensuring the operational cycles for the services are effectively planned, communicated, systematically implemented and regularly monitored.
4. Undertake such other duties as the Chief Executive Principal may, from time to time, determine in consultation with the post holder to ensure the continued existence, viability and progress of the College*.*

**Additional information**

**1.0** **Safeguarding Children and Vulnerable adults**

1.1 Understand and comply with Safeguarding legislation and ensure that best practice is embedded in all working practices as required

1.2 Commitment to Safeguarding and promoting the welfare of children and vulnerable adults, ensuring that this commitment is demonstrated in all aspects of the role as appropriate

**2.0 Health and Safety**

2.1 The Corporation recognises and accepts its responsibilities as an employer to ensure, as far as is practicable, the health, safety and welfare of all its employees **.**

A copy of the Health and Safety policy can be located in electronic form on the Staff Intranet. You are responsible for familiarising yourself with the policy and adhering to the health and safety rules in the workplace

**3.0 General**

3.1Be aware of, and comply with, legislations/competence standards relevant to the work of the Directorate

3.2 Understand and comply with all college policies, including the Policy to promote Equality of Opportunity

3.3 Assist as required during examination and enrolment periods

3.4 Be conversant with Health and Safety and Safeguarding requirements

3.5 Participate in the Staff Learning and Development, Review and Appraisal Scheme

3.6 Undertake such duties and/or hours of work as may reasonably be required of you, commensurate with your grade and general level of responsibility, at your main place of work or at any other establishment for which the College provides services.

**NB In consultation with you, this job description is liable to variation to reflect actual contemplated or proposed changes to your job.**

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| Person Specification | | | | | | | |
| **Job Title:** | Managing Director of Apprenticeship Works | | | | | | |
| **Reports To:** | **Principal & Chief Executive** | | | | | | |
| Criteria | | Essential/  Desirable Criteria | | Assessment  Method | | | |
| A | I | T | R |
| Education and Qualifications | | | | | | | |
| * Professional, academic or technical qualifications at degree level or above | | E |  | x |  |  |  |
| * Commitment to continuous professional development which demonstrates an active and enquiring mind | | E |  | x |  |  |  |
| **Experience and Skills** | | | | | | | |
| * Significant senior leadership experience in a business development or business engagement role | | E |  | x | x | x | x |
| * Proven management and leadership skills at a senior level – both strategic and operational | | E |  | x | x | x | x |
| * The ability to motivate, inspire and influence a large and diverse stakeholders by example and persuasion | | E |  | x | x | x | x |
| * The ability to develop and project a positive image of the College through personal, written, oral and excellent communication and presentation skills | | E |  | x | x | x | x |
| * An ability to recognise, develop and effectively promote new opportunities for the College | | E |  | x | x |  | x |
| * Strong, evidenced project management experience | | E |  | x | x | x | x |
| * Experience of developing an employer responsive offer through the establishment of new products and services | | E |  | x | x | x | x |
| * Experience of achieving successful sales targets profitably and growing the business to add to the bottom line | | E |  | x | x |  | x |
| * Experience of leading and managing teams exceeding sales targets within a competitive environment | | E |  | x | x |  | x |
| * Experience of managing significant budgets effectively to think strategically and to communicate that thinking effectively. | | E |  | x | x |  | x |
| * Experience of using and developing effective CRM systems and processes | | E |  | x | x | x | x |
| * Ability to analyse data and use management information systems | | E |  | x | x |  | x |
| * Proven experience of working in a fast-paced evolving environment | | E |  | x | x |  | x |
| **Personal Attributes** | | | | | | | |
| * Social confidence and the ability to represent the College effectively with outside agencies, employers and other bodies | | E |  | x | x |  | x |
| * Commitment to work in partnership with others for the benefit of students | | E |  | x | x |  | x |
| * The qualities of an innovator and influencer | | E |  | x | x | x | x |
| * Strategic vision as well as an eye for detail | | E |  | x | x | x | x |
| * Motivation to work in an educational environment, and an ability to form personal boundaries, with young people and vulnerable adults | | E |  | x | x |  | x |
| * Willingness to use authority and maintain student discipline in an educational environment | | E |  | x | x |  | x |
| * Ability to travel between sites and to meet external commitments | | E |  | x | x |  | x |
| * Willingness to travel nationally and internationally on College business | | E |  | x | x |  | x |
| * Professionalism, integrity, inclusivity and respect for diversity | |  |  | x | x |  | x |
| * Clear drive and ambition to ensure that the College becomes an outstanding provider of technical and professional skills | | E |  | x | x |  | x |