

# Luminate

EDUCATION GROUP

## Job Description

<b>Organisation:</b>	Luminate Education Group
<b>Primary Organisation Supported</b> <i>(only use this field for LEG service member of staff)</i>	Luminate Education Group
<b>Core Job Role:</b>	Business Development Manager
<b>Job Title:</b>	Business Development Manager for Apprenticeship and FE/HE
<b>Reports to:</b>	Director of Apprenticeships
<b>Grade</b>	G
<b>Date of compilation:</b>	May 2023

### ROLE SUMMARY:

The right individual for the post will be tasked with spearheading the expansion of Apprenticeships and the Commercial offer through strategic engagement and relationship-building with prominent levy-paying employers, overseeing Full-cost, Project and Employer-led provisions. They will play a pivotal role in formulating and executing robust business development strategies while nurturing high-quality connections with local, regional, and national employers. They will have a dual focus on both the educational aspects related to apprenticeships and the business-oriented goal of expanding the organisation's commercial reach. Effectively guiding and overseeing a team of Business Development Advisors to interact with employers, fostering innovation and encouraging investment to drive business expansion.

### SPECIFIC ROLE RESPONSIBILITIES:

1. Lead a proficient Business Development Team to drive economic growth in alignment with regional, national, and local skills priorities, ensuring adherence to curriculum objectives, by positioning the college as a responsive contributor to the employers and communities it serves.
2. Cultivate and oversee impactful relationships with key networks, partners, and employers at a national level, fostering strategic collaborations to identify opportunities and generate premium referrals.
3. Drive revenue growth by meticulously planning, developing, delivering, and monitoring apprenticeships and full-cost programs.

4. Employ a consultative approach to discern and secure opportunities with employers, to promote the products, and services for the college.
5. Lead the team in managing vacancies efficiently by advertising on Recruit an Apprentice platforms, company websites, and social media, offering a comprehensive sifting service to employers, by coordinating interviews with the relevant team.
6. Investigate, develop, and secure employer links and partnerships to facilitate effective recruitment, program delivery, and work experience opportunities for learners.
7. Provide leadership, to ensure effective budget control, and cultivate an insightful overview of college targets for learner outcomes.
8. Manage and monitor the team to conduct Health and Safety and Training Needs analyses for new and existing employers.
9. Lead staff to actively contribute to the college's strategic aims to achieve budgets, ensuring alignment with local, regional, and national priorities.
10. Proactively respond to funding changes, offering direct support to Heads in developing Apprenticeship and other employer-led provisions that meet local and national demands through Labour Market Information (LMI) activities.
11. Collaborate with relevant staff in associated schools/departments to enhance their capacity to deliver and achieve targets.
12. Lead and manage a team of Business Development Advisors, supporting curriculum Heads to achieve high levels of employer satisfaction across the organisation.
13. Conduct effective horizon scanning to develop responsive plans for future reforms and changes in employment/skills priorities. Lead the production of LMI reports to proactively support Senior Leadership Team (SLT) and Heads in maintaining business growth and development.
14. To anticipate and prepare for possible future challenges and opportunities to support the growth of apprenticeships.
15. Influence and secure buy-in and commitment from staff across the college to successfully deliver on projects and apprenticeship opportunities with external businesses and companies.

#### **CORE RESPONSIBILITIES:**

1. Develop appropriate and innovative strategies to maximize income generation and diversify provision within the Departments
2. Work with the Director of Apprenticeships and departments to set and meet financial and budget targets.
3. Monitor and record activity on accounts to facilitate negotiations closure and achievement of targets.

4. Develop and deliver operational plans that incorporate innovative and engaging strategic initiatives designed to secure the future viability, growth, and development of the department.
5. Set, agree, and achieve appropriate quality and financial targets for the department with the Business Development Team
6. Ensure the curriculum and apprenticeships promoted aligns with the needs of learners, employers, and stakeholders, by working closely with departments
7. Regularly update Heads of Department on secured business, milestone achievements, developments in progress, and opportunities scoped through the College's internal monthly and quart business reviews.
8. Provide outstanding leadership for staff, direction, and motivation, ensuring all departmental Business Development Team perform their duties efficiently and effectively, maintaining high performance.
9. Manage a team of staff to deliver an excellent learning experience for all employers, apprentices and stakeholders
10. Collaborate with other managers as appropriate to ensure all departmental actions align with key policy objectives and priorities of the Development Plan and other key priorities.
11. Identify and maintain links with relevant academic bodies/industry/commerce to sustain the range and relevance of provision within the departments.

#### **GENERAL LUMINATE EDUCATION GROUP RESPONSIBILITIES FOR ALL STAFF:**

- Maintain and update knowledge of the subject/professional area and co-operate in any staff development activities required to effectively carry out the duties of the post.
- Comply with safeguarding procedures, including the promotion of the welfare of children and vulnerable adults.
- Comply with all relevant policies and procedures.
- Act with honesty and integrity to maintain high standards of ethics and professional standards.
- Use and promote restorative practice approaches.
- Comply with all legislative and regulatory requirements.
- Promote a positive image of the Luminate Education Group and member organisations.
- Any other duties commensurate with the level of the post, which may be required from time to time.
- Embody our Organisational Culture:

##### **Few rules & clear boundaries**

*The ability to be creative, within areas of focus.*

##### **Ownership & performance**

*Using our robust business planning model to allow areas to have clear ownership over their vision and remit.*

**Energy & enjoyment**

*Fostering an environment that enables our people and learners to be brave, interact and have fun.*

**Creative & reflective**

*Always hungry to learn and looking ahead to see what is on the horizon.*

**Passion & ambition**

*Encouraging all to think aspirationally, inspiring others to do the same.*

**Collaborative & responsive**

*Proactively seeking opportunities to create synergies and positive outcomes for all.*

## Person Specification

<b>Job Title:</b>	Business Development Manager for Apprenticeship and Commercial Expansion
<b>Department</b>	Apprenticeship Department

The specific qualifications, experience, skills and values that are required for the role are outlined below. You should demonstrate your ability to meet these requirements by providing clear and concise examples on the application form. Each criteria is marked with whether it an essential or desirable requirement and at which point in the recruitment process it will be assessed.

Methods of Assessment:

A = Application Form, I = Interview, T = Test or Assessment, P = Presentation, C= Certificate, MT = Micro Teach

Qualifications and Attainments		
Essential (E) Desirable (D)	Criteria	Method of assessment
E	Q1. English and mathematics qualifications at Level 2 or above and a willingness to improve in one or both disciplines to level 3 or above.	A / C
D	Q2. Level 5 Qualification in Business or equivalent.	A / C
E	Q3. Continuous Professional Development and relevant recognised attainments	A / C
E	Q4. Specific Leadership & Management qualification	A / C
Experience and Knowledge		
Essential (E) Desirable (D)	Criteria	Method of assessment
E	EK1. Expertise, knowledge and understanding of the Apprenticeships and the FE & Skills sector.	A / I / P

E	EK2. Thorough and up-to-date knowledge of Government policy in relation to Apprenticeships, Education, Training, Funding and current Curriculum/Qualification reforms.	A / I / P
E	EK3. Extensive experience of building, developing and maintaining successful partnerships/relationships with employers and other key stakeholders.	A / I
E	EK4. Successful and demonstrable record of accomplishment with developing and leading sustained WBL/Apprenticeship growth in an educational setting.	A / I
E	EK5. Understanding of local, regional and national economic and skills priorities.	A / I / P
E	EK6. Ability to identify appropriate LMI and use effectively to inform strategic and operational business planning.	A / I / P / T
E	EK7. Knowledge of strategies used to lead a positive and successful business development team	A / I / P
E	EK8. Understanding of how to work positively with employers and stakeholders.	A / I / P

Skills and Competencies		
Essential (E) Desirable (D)	Criteria	Method of assessment
E	<b>SK1 Communicating with others</b> Manages 'necessary' performance conversations with confidence and clear outcomes	A / I
E	<b>SK2. Working with others</b> Promotes initiatives that continually improve the apprentice/employer/stakeholder experience and all service provisions across the group.	A / I
E	<b>SK3. Developing and leading others</b> Fosters an inclusive working environment that promotes equality, fairness and respect.	A / I

E	<b>SK4. Business Acumen</b> Understands and effectively interprets own targets, budget and financial plans.	A / I / T
E	<b>SK5. Decision Making, Planning, Prioritisation</b> Has a solution-focused, evidenced-based approach to decision making.	A / I
E	<b>SK6. Personal Accountability and Inclusivity</b> Fosters a culture of reviewing and improving current practice, using reflection to identify areas for development for self, colleagues and service provision.	A / I
E	<b>SK7. Future Proofing</b> Actively utilises LMI and technical data to ensure long term sustainable plans in place, to support organisational growth.	A / I
E	<b>SK8. Innovation and Engagement</b> Able to review current system and develop a process for continued innovation and improvement.	A / I
<b>Behavioural, Values and Ethos</b>		
<b>Essential (E) Desirable (D)</b>	<b>Criteria</b>	<b>Method of assessment</b>
E	B1. Support and promotion of equality, diversity and inclusion	A/I
E	B2. Promotion of a safe environment for children, young people and vulnerable adults to learn in	I
E	B3. Commitment to the PREVENT agenda	I
E	B4. Commitment to professional standards	I
E	B5. Commitment to restorative practice approaches	I