

Job Description

Group Member:		Leeds City College	
Job Title:		Business and Commercial Engagement Co-ordinator	
Reports to:		Deputy Principal - Printworks Campus	
Job Grade	LEG E	Department	Printworks

ROLE SUMMARY:

The Business & Commercial Engagement Coordinator is responsible for driving external partnerships, commercial opportunities, and employer engagement across the Printworks Campus. The role acts as a key link between curriculum areas and industry, ensuring that provision aligns with regional skills priorities and employer needs.

A core element of the role is the development and promotion of commercial training offers, including accredited short courses such as NEBOSH, First Aid, and other compliance-based qualifications, responding directly to employer demand and generating additional revenue streams for the campus.

The role will support on maximising the commercial potential of the Printworks Kitchen & Bar, RE:, Travel, Food and Drink and Printworks Salon and Spa, working with curriculum teams to coordinate external bookings, events, and hospitality services that provide high-quality, industry-relevant experiences for students while generating income and strengthening employer links.

The postholder plays a key role in embedding a culture of commercial awareness, employer responsiveness, and income diversification, enabling the campus to achieve its financial objectives while enhancing its reputation and impact within the local and regional economy.

SPECIFIC ROLE RESPONSIBILITIES:

1. Develop, manage, and grow strategic relationships with internal and external stakeholders to increase commercial provision at Printworks.
2. Plan and deliver targeted recruitment & engagement activity to meet learner recruitment and income targets.
3. Collaborate with marketing and curriculum teams to promote provision through employer networks, events, and campaigns.

4. Contribute to enrolment growth in commercial courses through effective stakeholder engagement.
5. Identify, develop, and deliver commercial income opportunities aligned to employer demand and campus priorities.
6. Promote short courses and professional training, including NEBOSH, First Aid, and compliance-based qualifications.
7. Develop and manage social media pages and digital channels to promote commercial activity both internally and externally.
8. Use digital platforms to support recruitment, engagement, and income generation, increasing visibility and reach.
9. Support the campus in meeting and exceeding financial targets through pipeline development and income diversification.
10. Work collaboratively with the Projects Team to identify and develop funded project opportunities aligned to employer demand and commercial priorities.
11. Contribute to the development of high-quality funding applications, ensuring strong links to commercial activity, income generation, and employer engagement.
12. Assist in the coordination of quality reporting processes, ensuring accurate and timely data is provided to support performance monitoring.

CORE RESPONSIBILITIES:

1. Build and maintain strong relationships with stakeholders across Printworks to support income generation.
2. Generate Commercial Income - Identify and deliver commercial opportunities, including short courses such as NEBOSH, First Aid, and compliance training.
3. Maximise Printworks Kitchen & Bar - Coordinate events, and hospitality services to drive commercial revenue and enhance student experience.
4. Support Financial Targets - Contribute to achieving campus financial targets through income generation, pipeline development, and efficient utilisation of resources.
5. Work with the marketing team to develop and implement marketing campaigns to generate leads, such as digital advertising, social media, email campaigns etc
6. work collaboratively and effectively with relevant internal and external stakeholders to ensure employer needs are met, taking into consideration industry standards and expectations
7. Create and Deliver Events - Plan, coordinate, and deliver internal and external events (e.g. employer engagement events, showcases, open events, hospitality functions) that support recruitment, employer partnerships, and commercial income generation.
8. Develop and oversee social media pages and marketing channels to promote commercial courses, events, and employer partnerships.

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 relational 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 the Group's Values:

Kindness

Creating communities where people can be authentic and true to themselves with support, trust and guidance from those around them

Ownership

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

Enjoyment

Fostering environments that enable staff and students to be brave, interact and have fun

Collaborative

Proactively seeking opportunities to create synergies and positive outcomes for all

Passion

Encouraging all to have aspiration and passion in everything they do.

Creative

Always hungry to learn and looking ahead so we can be responsive

Person Specification

Job Title:	Business and Commercial Engagement Co-ordinator
Department	Printworks

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 at Level 2 or above and a willingness to improve in one or both disciplines to level 3 or above.	A / C
E	Q2. A Level 3 or above qualification	A / C
E	Q3. Relevant recognised professional attainments.	A / C

Experience and Knowledge		
Essential (E) Desirable (D)	Criteria	Method of assessment
D	EK1. Relevant up to date subject knowledge.	A / I
E	EK2. Evidence of developing new business to achieve growth in employer responsive provision.	A / I
E	EK3. Expertise, knowledge and understanding of the Sector	A / I
E	EK4. Implementing and monitoring quality standards to meet challenging performance targets.	A / I

E	EK5. Experience of achieving challenging sales targets	A / I
E	EK6. Understanding of employers needs in relation to skills gaps, recruitment and workforce development	A / I
E	EK7. Experience of working positively with young people and adults	A / I
D	EK8. Experience of working with educational funding organisations	A / I

Skills and Competencies		
Essential (E) Desirable (D)	Criteria	Method of assessment
E	SK1 Excellent written and verbal communication skills, including the ability to present information clearly and persuasively.	A / I
E	SK2. Ability to build and maintain strong relationships with internal and external stakeholders.	A / I
E	SK3. Proven ability to identify and pursue new business opportunities, generate leads, and close deals	A / I
E	SK4. Ability to identify and resolve problems creatively and efficiently.	A / I
E	SK5. Understanding of financial principles and the ability to analyse financial data.	A / I
E	SK6. Personal Accountability and Inclusivity 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	SK7. Future Proofing Actively utilizes LMI and technical data to ensure long term sustainable plans in place, to support organizational growth.	A / I
E	SK8. Innovation and Engagement Able to review current system and develop a process for continued innovation and improvement.	A / I

Behavioural, Values and Ethos		
Essential (E) Desirable (D)	Criteria	Method of assessment
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 relational practice approaches	I