

Job title	Director of Development & Industry Liaison.
Contract	Permanent
Salary	£45k
Location	Purfleet, Essex
Responsible to	Principal & CEO
Direct Reports	Marketing Co-ordinator; Events Assistant
Date	November 2017

National College Creative Industries/The Backstage Centre

The National College Creative Industries was incorporated in September 2016 to develop industry-led high level technical skills within the Creative and Cultural Sector. The Backstage Centre is a commercial trading subsidiary of the National College which hosts leading technical facilities located at High House Production Park in Purfleet, Essex, where the National College Creative Industries is also located.

Role Purpose

To lead the College in its engagement with industry and to establish an outstanding reputation for the delivery of apprenticeships for the industry.

To provide strategic leadership for the planning, implementation and impact measures required to achieve student recruitment targets. To position the National College as a leader of outstanding industry-led technical education. To seek opportunities to develop other commercial income streams through highly effective partnerships with industry and other stakeholders. The Director of Development & Industry Liaison will work closely with the General & Technical Manager of the Backstage Centre to position the brand as a leading provider of services for the creative industry sector.

Responsibilities

1. In common with all staff at the National College

1.1 To support the philosophy, aims and objectives of the National College Creative Industries and to champion its work, as an industry led provider of high level technical skills.

1.2 To ensure the best possible experience and outcomes for the National College's students, apprentices, employers, visitors and stakeholders.

- 1.3 To keep abreast of developments in their own area of expertise and engage in continuing professional development as required.
- 1.4 To promote and champion equality, diversity and inclusion.
- 1.5 To follow the Corporation's policies and procedures, particularly in relation to Health & Safety, Safeguarding, Equal Opportunities and Data Protection.

2. Particular to this post

Strategic Planning

- 2.1 To develop, implement, monitor and evaluate a clear, focussed marketing strategy that meets the National College's financial forecasts.
- 2.2 To develop strategies for the diversification of income opportunities for the College.
- 2.3 To support the development and delivery of a highly responsive industry-led curriculum which anticipates, stimulates and meets the changing demand from students, employers, government and stakeholders.
- 2.4 To contribute to the strategic brand positioning of a national, 'hub and spokes', industry-led curriculum.

Leadership and Management

- 2.5 To lead, oversee and manage the student admissions process and associated KPIs.
- 2.6 To lead on the development of partnerships with other education providers, professional bodies, government departments and industry leaders.
- 2.7 To provide a high quality Information, Advice and Guidance service to prospective students.
- 2.8 To organise and manage events, including College Experience, Open Days and Corporate events.
- 2.9 To position the National College reputation as a leading organisation for training and apprenticeship delivery within the Creative Industries sector.
- 2.10 To represent the College on local, regional and national committees which are relevant to the present and future needs of the College in respect of employer led education.
- 2.11 To work alongside the Principal & CEO to lead and coordinate the National College's Employer Steering group and associated employer forums to ensure industry endorsed curriculum offer.

Business Development

- 2.12 To support, develop and inspire a responsive and innovative industry-led education and training provision that meets employer, learner and College needs.
- 2.13 To create, support, promote and enhance links with the Creative Industries sector.
- 2.14 Working with employers and the Chief Operating Officer, to ensure the development and implementation of a financially sustainable apprenticeship model.
- 2.15 To organise and attend industry, school and National College-based events and other venues relevant to the recruitment of young people locally and nationally
- 2.16 To seek to conclude progression agreements with schools and education providers.
- 2.17 To present regular reports on recruitment for the Executive Team, Governors and other relevant bodies as required.
- 2.18 To maximise the National College's membership of National Skills Academy (NSA) and work closely with Creative and Cultural Skills.
- 2.19 To advise on new opportunities to enhance reputation and build partnerships in creative sector and post 16 education.

Quality Improvement

- 2.20 To lead on quality improvement in Marketing and Business Development services.
- 2.21 To lead on the self-assessment of the Marketing and Business Development services and the implementation of their quality improvement plan.
- 2.22 To lead, manage and monitor the National College's marketing plan with impact-led measures and reports on performance to the Executive Team and Governors on a monthly basis.

Corporate Responsibility

- 2.23 As a member of the College's Executive Team, to support the Principal in the leadership, management and day-to-day operation of the National College Creative Industries, deputising as required, and to make significant contributions to strategy and decision-making across the full range of institutional activity.
- 2.24 To represent the College with external agencies and stakeholders as required.
- 2.25 To contribute to the formulation and implementation of effective strategic and operational plans that ensure the financial viability of the College, including securing appropriate funding and maximising alternative income streams.
- 2.26 To ensure efficient and effective budget control in all areas of responsibility.

2.27 Such other duties of a commensurate nature which may be required from time to time.

This job profile provides a general description of the role and the responsibilities of the post and is not intended to be exhaustive. It may be amended from time to time for business purposes and to meet the changing needs of the National College Creative Industries.

PERSON SPECIFICATION – Director of Development & Industry Liaison.

SELECTION CRITERIA	Essential	Desirable	Source of Evidence A/I/R/T
EXPERIENCE			
Successful Management/Senior Management experience in an educational or creative industry setting	✓		A/I
Successful management of College admissions		✓	A/I
Successful record of raising quality and improving standards	✓		A/I
Planning, implementing and managing a marketing strategy	✓		A/I
Experience of financial planning and the management of budgets	✓		A/I
QUALIFICATIONS			
Degree or equivalent	✓		A
English & Maths to Level 2	✓		A
Evidence of continuing professional development	✓		A/I
Higher management/professional qualification		✓	A
KNOWLEDGE, SKILLS AND ABILITIES			
Strategic understanding of the Further Education sector and its challenges	✓		I
Strategic understanding of the workforce challenges facing the Creative Industries	✓		
Ability to develop effective working partnerships	✓		I
Ability to lead and motivate staff and to cultivate an environment of continuous improvement	✓		I
Ability to lead and manage teams	✓		I/T
Ability to liaise with a wide range of people and agencies	✓		I
Knowledge of marketing and communications strategies and corporate communications	✓		A/I
Knowledge of current developments in vocational and academic education and training post 16 and their implications for the role	✓		I
Knowledge of the College offer and developments in the secondary	✓		I

school sector			
Team building and leadership skills	✓		I
Ability to communicate effectively both orally and in writing with a diverse range of people at all ages and levels	✓		I/T
Strong organisational skills together with the adaptability to manage a demanding work load	✓		I/T
OTHER REQUIREMENTS			
Awareness of and strong commitment to equal opportunities and the promotion of diversity and inclusion	✓		I
Possession of a current and clear enhanced DBS check, providing evidence of suitability to work with children and vulnerable adults	✓		A/R
An understanding of safeguarding issues and how to address them in an educational setting	✓		I
Willingness to travel and work flexibly (including evenings and week-ends)	✓		A

Assessed by: A = Application Form; I = Interview; T = Test; R = References