

Candidate Brief

Deputy Principal – Curriculum and Student Success

Walsall College

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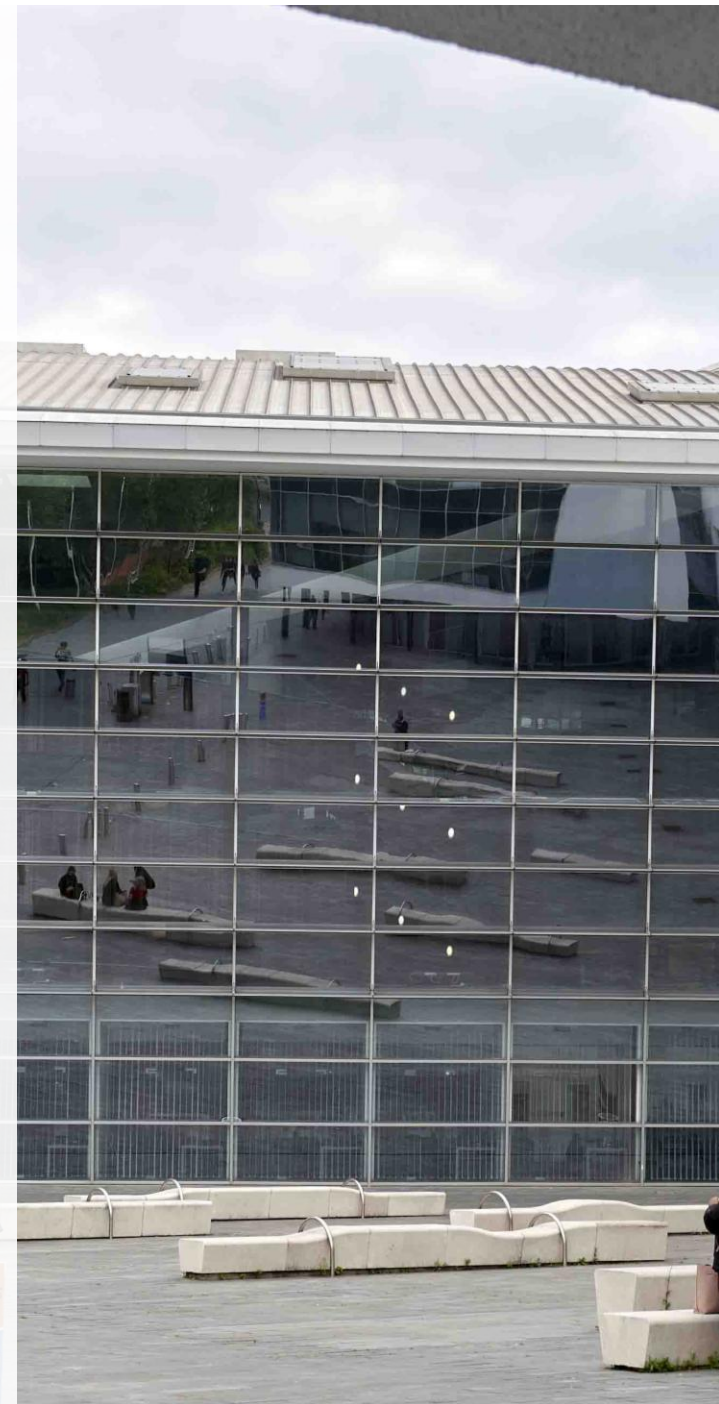
Walsall College
Wisemore Campus

↑ Main Reception ↑
April 2026

→ Graduate Centre & Beauty & Academy Health Club →

⊘ No Smoking - including E Cigarettes
It is a general ban that applies to all campus and designated areas

📹 24hr CCTV surveillance in operation
for your personal safety and security - covered in the contract



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Principal's Welcome

I am thrilled to extend a warm welcome to all prospective candidates considering the role of Deputy Principal – Curriculum and Student Success at Walsall College.

At our College, we are deeply committed to providing our students with an outstanding learning experience that prepares them to succeed in a rapidly evolving world. Our dedication to excellence, innovation and student progression is at the heart of everything we do, and we are continually striving to raise the bar higher.

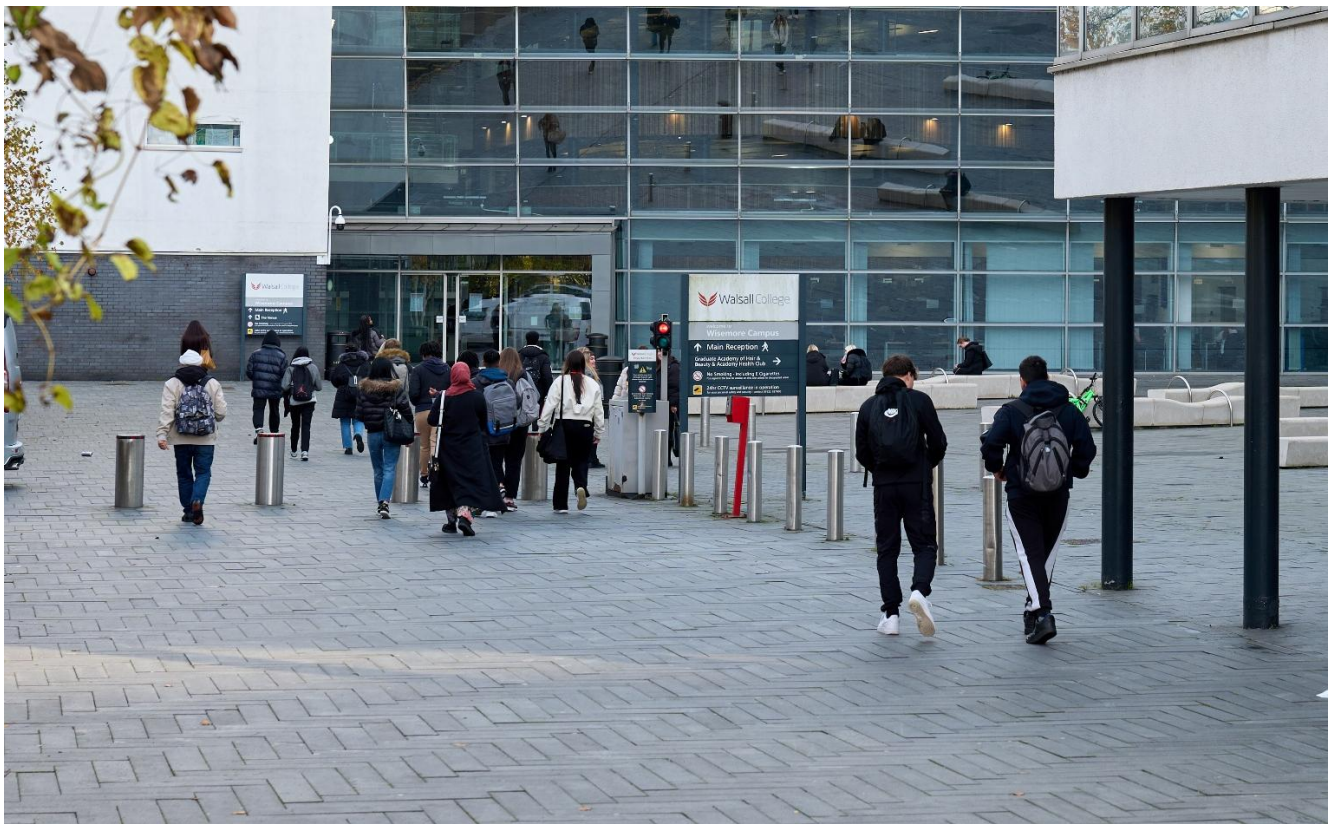
As Deputy Principal, you will play a key role in shaping the future of our College, leading strategic initiatives that ensure that our curriculum remains responsive, adaptable and aligned with the needs of our students, employers and communities. Your leadership will be instrumental in fostering a culture of continuous improvement and innovation, where every student has the opportunity to thrive and succeed.

We are seeking a visionary leader who is passionate about education and possesses a proven track record of strategic development, curriculum innovation and quality improvement. If you are ready to make a positive impact and contribute to the success of our College, I encourage you to explore this exciting opportunity further.

Join our vibrant and dynamic team as we embark on an exciting journey of educational excellence and innovation, and together we will shape the future of our College, transform the lives of our students and contribute to the success of the local community.

Jatinder Sharma

Principal and Chief Executive CBE DL



Walsall College

At Walsall College, we are committed to providing exceptional education and fostering a culture of continuous improvement and innovation. As a leading further education institution, we strive to deliver outstanding learning experiences that meet the needs of our students, employers and the wider community.

Established in 1952, Walsall College aims to support our customers with the highest quality education, skills development and training programmes, focused on addressing the needs of a modern economy.

The College is one of the leading General Further Education establishments in the West Midlands and our students are recruited from Walsall, the wider Black Country, Staffordshire and Birmingham, although some partnership work serves other parts of the country.

Links with partners locally, regionally and nationally are strong and interactions with businesses have become a prominent focus for the College, which works with over 1,000 employers that are mainly SMEs.

The College has continued to successfully grow its 16-19 provision and on 1 April 2018 acquired the Walsall Adult Community College, enabling the expansion of adult participation across 30 community venues.

This translates into over 13,000 students (predominantly 16-18), adults, HE and work-based learning. The College has a turnover of circa £55 million and there are 850 staff working across a variety of campuses.



Our Teaching and Learning Philosophy

Walsall College believes in preparing students for the world of work with skills and attributes that go beyond the mastery of their chosen discipline. The Walsall College graduate will be skilled, professional and enterprising. Upon completing their courses, and in addition to their main qualification, students will have demonstrable qualities that enhance their value to employers.

We Listen to Employers, We Help Create Jobs

We develop strategic partnerships with employers and wider stakeholders to ensure we lead and shape the education and skills landscape. The College supports the creation of job opportunities for people across the region and helps businesses to grow: fuelling economic development, inward investment and ambition for everyone in the area.

We Champion Innovation, Creativity and Enterprise

Walsall College is a college that truly meets the needs of all our students, whilst delivering the skills needed for the digitalisation and greener economy drivers locally, regionally and nationally. The College has invested over £100 million in the last decade to position itself as a major skills provider in the region and its town of Walsall.

One of the latest projects is The Link Centre, which provides potential adult learners with opportunities to enrol on College programmes, including apprenticeships, and offers signposting to other routes to employment.

Further developments include the Adult Learning Centre in a former Marks & Spencer building in the town centre, where the College's professional services, HE provision and associated projects which align with the Property Strategy are located. The College has received substantial grant funding to support the development of its accommodation and works in partnership with the Combined Authority, Walsall Council and the Department for Education to deliver these projects for the benefit of its students and the wider community.

Vision, Purpose & Values

Our Vision

Transforming lives and our communities through learning.

Our Purpose

To deliver excellent, inclusive learning which empowers students with skills and confidence to thrive in work and in life.

Our Values - ICARE

Inclusive

We celebrate diversity, creating an environment where everyone feels they belong, are respected and valued.

Collaborative

We value teamwork and open communication, a catalyst for collaboration.

Accountable

We own our actions and decisions, fostering trust and transparency throughout our organisation.

Resilient

We adapt and thrive in the face of change, ensuring sustained performance and continuous growth.

Enterprising

We embrace proactivity and innovation, actively encouraging fresh thinking and initiative.



Our 5 Priorities

We will realise our vision over the next **5** years through the achievement of our **5** strategic priorities. Each of the **5 Priorities** includes key themes identified during an insights, interviews and research process.

Support our people to shine

We foster a culture of excellence based upon our **5** values.

Empower students to thrive

We deliver excellence in teaching, learning and assessment.

Forge impactful, dynamic partnerships

We lead meaningful collaboration, maximising impact for our students and the communities we serve.

Secure a sustainable future

We ensure the positive impact of Walsall College in the future.

Lead with purpose and focus

We have an uncompromising commitment to evidence-based decision-making.

To find out more about Walsall College, please visit www.walsallcollege.ac.uk

To review the our 2025-2030 Vision & Purpose statement, please visit: [Walsall-College-Corporate-Strategy](#).

Job Specification

Job Title: Deputy Principal – Curriculum and Student Success
Reports to: Principal and Chief Executive

Overview of the Role

As the Deputy Principal - Curriculum and Student Success, you will provide inspiring leadership, development and direction across the College. In this role, you will have responsibility and accountability for delivering the strategic targets set by the Corporation, with a primary focus on strategically developing an outstanding, responsive, adaptable and dynamic curriculum offer which delivers income growth in response to student and employer demand, whilst providing the highest possible quality experience and student outcomes.

You will have specific responsibility to lead on raising standards and developing and driving the Further Education, Adults, Higher Education and Apprenticeship/Work-Based curriculum to ensure it responds to local, regional and national needs and to current and future policy objectives. In addition, this role will have overall accountability for the quality improvement strategy to ensure that targets are met and that it aligns to national policy and College standards.

This is a Senior Post Holder role, with direct accountability to the Corporation. You will be a key member of the Executive Leadership Team, with corporate responsibility for curriculum planning, delivery, student success, the student experience, learning support, quality of outcomes and curriculum delivery via partnership arrangements. You will be required to deputise for the Principal and Chief Executive.

Providing outstanding leadership and management to direct reports, the Deputy Principal will ensure that challenging targets are established and that performance is effectively managed to achieve optimum effectiveness in all areas within your remit. The post holder will also be the College Nominee for inspection purposes.

Key Responsibilities and Accountabilities

Strategic Leadership & Planning

- Provide strategic leadership for the development and delivery of an ambitious and efficient curriculum strategy which delivers an outstanding, responsive and vibrant curriculum linked to local, regional and national priorities and income growth.
- Assume lead accountability to develop commercial strategies which support the growth, objectives and financial priorities of the College.
- Systematically lead and support the College's strategic and business planning processes to inform internal and external requirements (including our commitments with key funding and planning agencies).
- Ensure that all students achieve progress in English and maths through strategic leadership, alignment with national standards, monitoring of progress, collaboration with stakeholders and adherence to regulatory requirements.
- Ensure the development and delivery of a digital strategy for teaching, learning and assessment at the College.
- Contribute actively to the development and review of the College's Corporate Plan, overseeing annual action plans, monitoring performance and addressing any areas for improvement.
- Ensure that the views of employers, students and other stakeholders are understood and acted on and take lead accountability for employer engagement and student voice strategies.
- Ensure that the Corporation and its committees are kept fully informed of key aspects of academic performance, developments and projects.
- Take lead accountability for the promotion and maintenance of procedures and practices which facilitate equality, diversity, inclusion and belonging across all College strategic developments and operations.

- Working with senior colleagues to develop relationships that will benefit the College, engage and work with key stakeholders and decision-makers at a local, regional and national level to promote the College and its work.
- Undertake external liaison activities, representing the College at meetings of local and regional partnerships and other external agencies as required.
- Take lead accountability for establishing sustainable collaborations with internal, local, regional and national entities and stakeholders to foster educational and economic prosperity. This entails collaborating directly with pertinent sector agencies and professional organisations to identify and craft tailored standards and qualifications. It also involves establishing formalised business and community networks to influence and assess the College's engagement with its partners.

Educational Provision & Quality Improvement

- Lead cross-College developments for curriculum activities within faculties across Further Education, Higher Education, Adults, Apprenticeships/Work-Based Learning and Commercial provision.
- Ensure the achievement of responsive, flexible and high-quality provision for all students accessing learning through the College, taking the College to 'Strong Standard'/'Exceptional'.
- Lead detailed and accurate analysis of performance data and trends for dissemination to appropriate committees/groups.
- Work closely and effectively with senior colleagues to ensure that all provision is appropriately and effectively planned and provides clear and transparent progression to meet the needs of all our students and customers.
- Ensure the College's educational provision is regularly reviewed and that timely action is taken to ensure it is of the highest quality and reflects changes in demand and the requirements of students, employers, funders and the wider external environment.
- Develop a coherent vision for the College's curriculum and quality assurance work. Work closely with the Senior Leadership Team to ensure that Walsall College develops its existing and new activities in this area.
- Oversee the College's Self-Assessment process, including the production, monitoring, reporting and validation of the annual College Self-Assessment Report and Quality Improvement Plan.
- Keep abreast of developments within the sector and exploring implications for the College, making recommendations to the Principal and the Corporation as to how to best position Walsall College for the future.
- Act as College Nominee in key inspection and assessment activities, taking lead accountability for preparations and ensuring the readiness of those involved.

Financial Management & Accountability

- Ensure that funding requirements and obligations are discharged efficiently and accurately across all streams of learning.
- Ensure that areas of responsibility achieve the identified budget. The post holder will be required to always observe and comply with the Financial Regulations.
- Be accountable for the management and deployment of staff, financial and physical resources to effectively support the achievement of College objectives and priorities.
- Work with the Chief Finance Officer and senior colleagues to ensure viability of course provision, setting and reviewing targets for all activities including income and expenditure.
- Ensure that there are robust arrangements for the identification, management and control of risk and that risk management processes and practices are fully embedded within the areas of responsibility.

Leadership & Management

- Provide leadership and direction by motivation, challenge and development to secure improvements and high performance, and ensure the achievement of strategic planning targets and goals within College frameworks, protocols and resource constraints.
- Line management, leadership and development of Senior Managers in relevant areas through agreed College KPIs.

- Promote a culture of performance excellence and uphold high standards of staff performance. Foster a leadership culture rooted in responsibility and accountability, where every colleague actively contributes to both the College's objectives and their personal goals.
- Promote and instil effective collaboration across departments within the College and cultivate a culture of cooperation among both internal teams and external stakeholders.
- Provide inspiring and motivational leadership that supports a challenge culture to meet and exceed the needs of all students, partners and stakeholders.
- Work with Senior Managers and staff across the College to establish relationships based on respect and clarity, and consulting widely on change initiatives.
- When required, deliver staff development on issues and changes in the areas of responsibility.

Corporate Responsibility

- Deputise for the Principal as required.
- Serve as a Senior Post Holder and a member of the Executive/Senior Leadership Team.
- Work as an effective member of the Senior Leadership Team, accepting collective responsibility and be accountable for all aspects of the College's operations.
- In collaboration with senior colleagues, devise ambitious targets which support the strategic direction of the College.
- Represent the College at a senior level in key partnership and planning groups.
- Provide advice to the Corporation and relevant committees on any aspect of the post's remit, producing reports and discussion papers as required.
- Take corporate responsibility for curriculum planning, delivery, student success, the student experience and the quality of student outcomes.

Essential Requirements

- **Other Duties** – carry out any other duties which may be reasonably determined by the College or your Line Manager.
- **Commitment to Safeguarding** - safeguard the wellbeing of students, including responsibility for reporting concerns to the College Safeguarding Team.
- **Commitment to the Prevent Duty** – prevent students and staff from being drawn into terrorism, including responsibility for reporting concerns to the College Safeguarding Team.
- **Disclose & Barring Service (DBS) Check** - all staff will be required to have an enhanced DBS check.
- **Commitment to Equality and Diversity** - comply with the requirements of the College's Equality & Diversity Policy and to promote Equality & Diversity in all activities.
- **College Procedures** - be committed to and abide by College procedures and be prepared to adopt a corporate approach to implementing decisions made by the Senior Leadership Team and the Corporation.
- **General Data Protection Regulations (GDPR)** – comply with GDPR legislation and requirements.
- **Health and Safety** - comply with the requirements of the Health and Safety at Work Act 1974 and fulfil your duties in accordance with College Health & Safety policy and procedures.
- **Continued Professional Development (CPD)** – be committed to participating in performance discussions, continuous professional development and industrial upskilling.
- **Code of Conduct** – demonstrate at all times a commitment to and adherence with the College's values and Code of Conduct.

Walsall College is committed to safeguarding our children and young people/vulnerable adults. We uphold fundamental British Values and expect all our employees to do the same. All appointments are subject to safer recruitment checks, including previous employment checks and online searches.

We are passionate about promoting equality of opportunity and creating a working environment where diversity is recognised and celebrated and everyone has the chance to reach their full potential. Our environment and the student population are diverse in character.

Person Specification

Qualifications & Training

Degree-level qualification with evidence of, and a commitment to, ongoing self-development and training.

Essential Experience

- Demonstrated inspirational leadership within an FE setting, driving positive outcomes.
- Direct experience of Ofsted inspection leadership (preferably as a nominee) with extensive knowledge and experience of regulatory and inspection frameworks in apprenticeships, FE/HE, other internal and external quality processes and inspection regimes, and be responsive to Government policy.
- A proven track record of leading strategic development, self-assessment, quality improvement, effectiveness of provision and efficient business planning.
- Evidence of successful strategic planning and implementation, leading to improved educational outcomes, financial growth and organisational performance improvement.
- Experience of successfully leading teams through inspection and audit regimes.
- Experience of carrying out high level analysis of performance data in order to determine and implement strategies to ensure continuous improvement.
- Implementation of curriculum innovation and development to meet KPIs.
- Experience of working in a senior capacity with external inspection regimes e.g. Ofsted inspector.

Knowledge

- Extensive knowledge and understanding of the FE sector, educational policies and best practices, with a commitment to promoting excellence in teaching, learning and student outcomes.
- Significant working knowledge of FE and skills funding, finance and policy and how to optimise efficiency and funding streams.
- Thorough understanding of regulatory requirements and quality assurance frameworks within the FE sector, with a commitment to upholding high standards of governance, compliance and accountability.
- Significant knowledge of, and success in, developing and implementing impactful quality improvement strategies.
- Current and ongoing understanding of the needs of employers, different stakeholders and priorities in planning and delivery.

Skills & Behaviours

- Proven strong direction, leadership and management skills with the ability to create a vision, inspire and motivate teams to achieve organisational goals.
- Proficient problem-solving and change management abilities, with a successful track record in an educational environment.
- Sound decision-making skills, with the ability to analyse complex information and make informed judgements.
- Ability to provide curriculum leadership through exemplar strategies in teaching and learning.
- Innovative thinker with a forward-looking vision for the College, capable of identifying and seizing opportunities for growth, development and improvement.
- Excellent communication skills (oral and written) with the ability to express yourself persuasively, influence others and to demonstrate credibility.
- Exemplary ethical standards, integrity and professionalism, with a commitment to upholding the values and reputation of the College in all interactions and decisions.
- Data analysis and report writing skills to inform decision making.
- Ability to provide leadership on equality, diversity, inclusion and belonging, and to embed them into provision and staffing decisions.
- Must be suitable to work with young people and adults at risk of harm.

Core Competencies

Inspirational Leadership – demonstrates the ability to establish an understanding of the bigger picture to identify potential challenges and opportunities for the long term and turn these into a compelling vision for action and strategic direction. Able to foster a supportive environment that delivers innovation, initiative and exceptional performance. Provides visible, motivational and supportive leadership, effectively managing and motivating staff.

Accountability and Performance Oversight: assumes responsibility for overseeing the delivery of strategy and commitments, employing quality assurance processes for continual improvement. Ensures the availability of effective management tools and techniques, adjusting objectives in response to evolving priorities. Utilises feedback from all sectors as performance metrics for initiatives. Promotes, sets and upholds organisational standards, monitoring performance against them. Identifies potential issues and establishes appropriate courses of action, maintaining accountability for performance

Influencing Others - engages confidently and persuasively, both verbally and in writing, to secure support from a wide range of stakeholders. Demonstrates adeptness in cultivating strategic alliances across diverse stakeholder groups, fostering transparent knowledge-sharing and breaking down silos to foster effective relationships. Is able to navigate complexities, resolve conflicts and identify mutually beneficial opportunities, internally and externally. Communicates in a professional, clear, concise and appropriate way, actively listening to others and responding with respect.

Analysis and Decision Making – demonstrates sound, evidence-based judgment in decision-making. Presents and instils confidence in strategic decisions, making difficult choices when necessary, accepting and promoting accountability for decision-making processes. Ensures the organisation balances effective risk management with the need for timely actions, leveraging specialist expertise and data evaluation to identify appropriate solutions swiftly. Shows initiative and decisiveness in taking decisions to address complex issues, utilising technology and relevant resources for informed decision-making.



Focus on Outcomes – sets and upholds high standards, guiding and motivating individuals to achieve outstanding results and meet objectives. Establishes a learning organisation that continuously improves. Communicates clear objectives and strategic performance indicators. Leads by example, fostering desired behaviour and outstanding performance. Demonstrates a comprehensive understanding of the College's environment, analysing and addressing issues strategically to develop practical solutions.

Resilience – adapts flexibly and positively to sustain performance amidst changing situations or priorities. Maintains effective work behaviour in the face of setbacks or pressure and shows a positive and energetic attitude to work that is responsive to the evolving needs of the College.

Terms

Remuneration

The remuneration for this role will be up to a maximum of £120,000, dependent on experience.

Annual Holidays

The annual leave entitlement is 35 days per annum, plus recognised public holidays.

Pension Scheme

The holder of this post will have access to a Local Government Pension Scheme or Teachers' Pension Scheme.

Relocation Package

Relocation support will be in line with HMRC guidelines.

Checks

This appointment is subject to satisfactory pre-employment references and DBS clearance. We operate a policy of Safer Recruitment under KCSIE Guidance.

Timeline

The following timeline is indicative and should only be used as a guide. This may be subject to change.

Process	Date
Close for Applications	9:00 am Monday 18 th May 2026
Interviews with Dodd Partners	w/c 25 th May 2026
Interviews with Walsall College	w/c 8 th June 2026

How to Apply

The recruitment process is being undertaken by Dodd Partners on behalf of Walsall College. If you wish to apply for this position, please supply the following:

- A covering letter highlighting your suitability and how you meet the skills and experience criteria within the Person Specification, along with your current remuneration details.
- A comprehensive CV setting out your career history, with responsibilities and achievements.
- All applications should be emailed to Dodd Partners by **9am on Monday, 18th May 2026**, or at your earliest convenience to contactus@doddpartners.com.

Should you wish to have an informal discussion about the role, please contact John Dodd on 07545 431 848 or 01244 738 450. Alternatively, email: [johndodd@doddpartners.com](mailto: johndodd@doddpartners.com).

