

**SANDWELL
COLLEGE**
A CAREERS COLLEGE
sandwell.ac.uk

Central
Saint Michael's
Sixth Form
A UNIVERSITY-STYLE SIXTH FORM
centralstmichaels.ac.uk

cadbury sixth
form college
SERVING THE CITY OF BIRMINGHAM
cadcol.ac.uk



Principal / Chief Executive

August 2023



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Chair's Welcome



A very warm welcome from Sandwell College. At Sandwell College we are focussed on supporting the best possible outcomes for all our students. We are here to help each one of our students realise their aspirations and achieve their goals, whether that involves securing employment or an apprenticeship, Higher Education, or to progress their existing career by gaining new skills.

We set the highest standards and expectations for ourselves and our students, and we are focussed on being an inclusive college, where diversity is celebrated. We actively encourage learners from all communities to join us. As an anchor institution in the areas we serve, we also recognise our duty to play a key role in developing the economic prosperity of the region by working in collaboration with employers and wider stakeholders to ensure that we offer the highest standard of education and skills training to enable students to take advantage of and secure employment opportunities.

We are ambitious for our students and have a significant investment programme planned that will deliver further state of the art facilities. Our plans include an advanced Construction and Engineering Centre along with a sector leading partnership with the NHS and local universities to create a learning campus dedicated to training the health professionals of the future.

As you will have read in our recent Ofsted report, under the current Principal's 10 years of leadership, Sandwell College has grown and flourished to become one of the largest and most successful colleges in the region.

The journey to fully serve our learners and become an outstanding college will require everybody working together to deliver excellence under the leadership of our new Principal / Chief Executive. This will, of course, be founded upon sound strategic objectives agreed and approved by the Board of Governors, and good planning and implementation of those plans led by the Principal / Chief Executive. Crucially, there must also be a shared attitude-of-mind to succeed, whatever the challenges that arise. Passing that attitude on to our learners will serve them well, not only in their learning whilst with us but also in their future lives. In addition, part of the measure of our success will not be just objective, measured results; it will also be to be remembered by our learners with fondness, confidence and respect.

Despite the considerable challenges faced by colleges over the recent years we are proud to report that Sandwell College continues to go from strength to strength. Our students continue to meet, and indeed exceed, the aspirational targets set, supported by our talented, dedicated, motivated and experienced team of staff.

As you might imagine we are very proud of our students and staff and their achievements. The Board of Governors' aim is to build upon these through this pivotal appointment to ensure that Sandwell College continues to be the leading provider of further education and skills in the region. Every effort is made to ensure that no student is left behind and that aspirations are raised and any barriers to learning are overcome.

This is a challenging and exciting opportunity and I look forward to receiving interest from those who will fit the role we are seeking to fill.

Ken Ellis

Chair of the Board of Governors, Sandwell College

Sandwell College

Sandwell College has a long history, one that has enabled the success of today and that continues to underpin its future progress.

The college's roots can be traced back to the 1840s when Chance Brothers (glass makers), provided factory workers with classes in Reading, Writing and Arithmetic along with Freehand and Mechanical Drawing, Chemistry and Mechanics. In 1968 the college was merged with Oldbury College of Further Education to form Warley College of Technology and Sandwell College gained its current name in 1986 as the result of a merger with West Bromwich College of Commerce and Technology. Later, in 2018 the college merged with Cadbury Sixth Form College in Kings Norton Birmingham, re-establishing its presence and reach across Birmingham. Most recently, in 2021, it opened a city centre site at Bennetts Hill providing further access and opportunity, perfectly placed within the heart of the business district.

Today, Sandwell College is highly successful, thriving, growing and operates across multiple sites. It offers a wide range of technical and vocational programmes to young people and adults and an expanding range of academic qualifications through its dedicated sixth forms. The college serves communities in Sandwell and across Birmingham and attracts students from all areas of the West Midlands. Turnover has increased to more than £50m over the last five years, at a time when further education has been squeezed and budgets have tightened. The college currently employs over 700 people with an Outstanding financial status and a Ofsted 'Good' (with outstanding features) accreditation.

The college's focus is to raise learners' aspirations through exceptional teaching and learning: putting students at the heart of everything whilst continuing to invest in the student experience inside and outside the classroom. Inclusivity sits at the centre of all the college's work. There is a place for every student and the richness that diversity brings to college life is celebrated. The college's focus and commitment on improvement and quality is unrelenting.

Sandwell College was recognised as 'FE College of the Year' in 2019 and has continued to build its reputation further.

Context

Sandwell College has more than 6,600 full-time 16-18-year-old learners, more than 4,000 adult learners and several hundred learners following apprenticeships. For adults, classes take place during the day, evenings, in community venues and involve professional training. The college offers real and extensive opportunities for all and provides exceptional access to English for speakers of other languages along with numeracy and literacy programmes.

Sandwell College is positioned as the main sixth form option for the communities it serves outside of the school sector. Cadbury Sixth Form College serves the City of Birmingham attracting students from across the city with reach into North Worcestershire, West Solihull and parts of the Black Country. Central Saint Michael's Sixth Form provides a university-style advanced learning experience for Sandwell with increasing numbers travelling in from North and North-West Birmingham wards.

The college's Central Campus is the main centre of technical and vocational learning, joined with apprenticeship provision and a full suite of T level routes. In addition, wider skills development, support and adult theory and practical training are also delivered here.

High Needs and Foundation Studies are a core part of the college's inclusive offer. Working with a range of local authorities, provision for students with additional and complex needs who may require additional, individualised and ongoing support with their studies has been expanded. In addition to a wide curriculum offer across all sector subject areas, and over 30 A and AS level qualifications, the college continues to deliver to a huge number of students ESOL, Functional Skills, GCSE English and GCSE Maths with well over 2,500 young people being given chances and opportunity. English and Maths GCSE also extends to adults.

The Future

The college's primary focus is on young people aged between 16 and 18 as this is seen as central to its ongoing development.

Sandwell College students come from extremely disadvantaged areas of Sandwell and Birmingham, with many needing significant support. The college's core mission is to improve their life chances. There are more than 2,500 students studying Maths and English due to not having achieved these qualifications at school. Aspirations have been raised and a highly successful academic offer has been developed through Central Saint Michael's Sixth Form and Cadbury Sixth Form College.



16-18 Year-Old Learners

16 to 18 learners are at the heart of the college. Sandwell offers a range of courses from A Level at dedicated centres through to vocational and technical routes with an emphasis on careers.

19-24 Year-Old Learners

The college will continue to support young adults who may have not succeeded at school and for whom college represents an opportunity to gain skills and qualifications they will need to progress either into further study or employment.



24+ Adult Learners

The college will continue to support mature learners subject to funding and the new skills measures being developed following the devolution deal for the West Midlands Combined Authority. Focus areas for development, given the skills gaps in the area, are Level 3+, particularly employed people, sustaining jobs and enabling progression. The college's ambition in this area is to re-engage learners to either continue their learning up to and beyond Level 3 or enter the labour market. They will increasingly focus on job search and matching.

Higher Education

Sandwell College intends to develop its local offer further, in conjunction with HE partners, which will build upon the work they already do in providing HE and professional courses. The purpose is to provide a pathway for students who, for a variety of reasons and contexts, may be unable to attend directly at other HEIs.

Apprenticeships

Apprenticeships remain a key area for the college as a pathway for learners to gain employment. For many young learners in particular, this will be an increasingly popular pathway.

To achieve this, the college is modifying its curriculum to offer 'step in and step off' points from more traditional programmes and traineeships so that college learners, as well as direct entrants to apprenticeship programmes, can make informed decisions about their own progression. The college will also extend its offer of apprenticeship standards to high levels working with employers on upskilling and reskilling existing staff. Sandwell College intends to blend its work with private sector providers who brings with them expertise and ways of working.

Vision & Mission

Our Vision

To provide an exceptional, innovative, technologically advanced and inspirational teaching and learning experience leading to individuals' success; and to be an anchor institution at the heart of our communities by working together with schools, employers and partner organisations to enrich lives, raise aspirations, encourage enterprise and improve social and economic well-being.

Our Mission

To provide and continuously develop and deliver an education of the highest quality, training and learning programmes that help improve the life chances and the economic prosperity of our learners, communities and businesses.

Key Facts

The college aims to make a difference and improve life chances of individuals through education and skills training. Its core learning communities are Sandwell and West Birmingham, serving an estimated population upwards of 500,000.

Sandwell College is largest provider of 16-18 education in the Midlands with unprecedented growth in student numbers reaching over 6,600. In addition, the college has more than 4,000 adult learners, focusing on courses that help people to gain employment.

The areas that the college serves are amongst the most rapidly increasing in terms of population with a higher proportion of children and young people. Over the next 5 to 10 years, the number of Year 11 leavers is expected to rise more than 40%.

The areas served by the college are amongst the most economically and socially deprived nationally. The ONS recently ranked West Bromwich and its surrounding areas as the second most economically deprived area in the country. The college also serves the most economically deprived wards in Birmingham.

School attainment is below national averages in Sandwell; approximately 44.6% of school leavers achieve 5 GCSEs A*-C. The figure for Birmingham is 54.3%. The state school average is 54.9%. The college has over 2,500 students studying Maths and/or English. Sandwell College regularly exceeds National Averages and other national and regional benchmarks.

Sandwell has invested £125m capital equivalent facilities since 2012, with £40m of new capital investments over the life of this plan. The college is financially resilient, investing strategically to support its objectives and has a financial health score of 'outstanding'.

The college is developing key specialisms in Science, Technology, Engineering, Arts and Maths (STEAM): a new Fab Lab at Cadbury Sixth Form College; an emerging EdTech suite at Central Saint Michael's Sixth Form; Business & Professional Services for Adults; and a future focus on Health and Allied Professions.

Students and Employers express a high degree of satisfaction in the education, training and services the college provides, with over 97% of respondents saying they were "highly satisfied".

Job Specification

Job Title: Principal / Chief Executive
Accountable To: Chair and Board of Governors
Location: West Midlands

Purpose

The Principal and Chief Executive will lead and manage Sandwell College to achieve its ambitious objectives, ensuring that the college works within regulatory frameworks to deliver innovative and inspiring education and skills that respond to local, regional and national priorities, whilst remaining financially robust.

To facilitate this, you will provide progressive leadership to colleagues ensuring they feel, share and reflect the college's mission, values and aspirations.

Key Responsibilities:

- Work with the Corporation Board to develop the college's strategic plans for the provision of educational services. Protect the college's mission and values whilst enhancing and promoting its reputation locally, regionally and nationally.
- Work with the Senior Leadership Team to develop strategy and implement operational business plans that are bold and challenge convention.
- Play a key role in the local/regional/national skills agenda with a particular emphasis on technical and professional education and training aligned to the needs of the economy and the wider levelling up agenda.
- Be a champion of excellence in learning, teaching and assessment, pioneering new ways of learning and challenging convention to ensure the college delivers against the changing needs of apprentice and student learning cycles, whilst ensuring that high quality standards are set and maintained for all curriculum provision.
- A relentless focus on ensuring the very best outcomes for students and staff together with a focus on and overcoming the barriers to learning experienced by so many learners in the locality.
- Ensuring the College plays a contributory role in developing local social and economic development plans along with national and local government and employers
- Providing inspiring and motivational leadership that will support a challenge culture that meets and where appropriate exceeds the needs of all customers, stakeholders and partners.
- Work with the senior leadership team to embed a culture of continuous quality and performance improvement across all areas of the college in line with the principles of the Ofsted framework.
- Lead on the development of commercial strategies to ensure that the college generates income to meet objectives and is able to invest in its long-term future to support the regional economy.
- Act as an ambassador for the college, working with a wide range of stakeholders from industry, academia, government and FE partners. Forge close working partnerships across the West Midlands region and nationally to align and deliver shared goals and objectives.
- Provide all colleagues with a cohesive sense of purpose, particularly during periods of change, ensuring a progressive culture is embedded across all levels of the organisation.
- Working in collaboration with the Executive Director, Finance & Resources to ensure financial probity and compliance, so that the college is managed on a sound, prudent financial basis to ensure sustainability and breadth of service.
- Lead the college's estates strategy and redevelopment needs, putting in place effective management arrangements for any new developments.
- Ensure the delivery of the digital strategy for the college to support and enhance the learning experience and other operational objectives.
- Be a member of the Board and play a full and active role in its work and that of its committees.
- Ensure that the college meets all of its statutory and regulatory obligations.

Person Specification

Qualifications

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

Essential Experience

- Strong and inspirational leadership and senior management experience in an education-based organisation of relevant size, scope and complexity.
- Proven experience of taking a strategic perspective and providing a clear vision linked to realistic goals to maximise and embrace new opportunities of relevance to support the regional economy.
- Demonstrable experience of working effectively with a Board of Governors with a working knowledge of key funding bodies and regulators.
- Proven track record of driving up quality improvement in learning, teaching and assessment, demonstrating an ambition for student success aligned to the current Inspection Framework.
- Strong commercial skills to identify and prioritise opportunities to ensure growth, whilst remaining inclusive and supportive of the diverse community the college serves.
- Experience of successfully managing a range of key stakeholders from employer-partners, funding bodies, local authorities and academic organisations, with political insight and sensitivity to protect and enhance the reputation of Sandwell College.
- Proven track record of ensuring the co-creation of Technical and Professional Education aligned to the needs of the economy across the organisation through commercial provision, higher and further education, as well as apprenticeships.
- A strong track record of leading and managing change/integration successfully to continue demonstrable improvements in service delivery and operational effectiveness.
- Demonstrable success of inspiring, motivating and developing a senior team to improve organisational performance and produce consistently outstanding results, set against a changing educational context.
- Successful track record of strong financial management and business acumen with the proven ability to develop financial strategies to deliver sustainable surpluses, identify new income opportunities and derive maximum return from the investment in learning and teaching environments.
- Proven experience of conceiving and delivering educational, people, digital as well as capital development strategies that are aligned to an overarching college vision.
- Experience of good governance practice and building effective relationships with a Board of Governors.

Skills and Competencies

- Provide direction and leadership in a way that inspires confidence and commitment from others.
- Clear capacity to develop strategic and operational plans to achieve organisational objectives in a clear and concise fashion.
- Capacity to be financially prudent with clear analytical mindset to manage complex and informative data.
- Excellent communication skills with the ability to engage effectively with the Board of Governors, academic and operational colleagues at all levels, students, apprentices, adult learners, and to communicate complex issues in clear language to a range of audiences.
- Strong negotiating and influencing skills and the ability to convince through personal credibility.
- Strong ambassadorial skills with excellent interpersonal and presentation skills.
- Robust judgement with the ability to seek and challenge information to reach and take decisions.
- Demonstrable commitment to and an understanding of diversity and equality.

Personal Qualities

- A strong leader and strategic thinker who is energetic, determined, positive and robust enough to cope with the demands of this high-profile role.
- The personal stature and resilience to lead a high-profile public body, with the courage and confidence to build relationships locally, regionally and nationally.
- An innovator and motivator who promotes new thinking to achieve change and continuous improvement, both in individuals and across the organisation.
- Undisputed personal integrity and a personal style that demonstrates authority and commitment with a proven track record of insightful judgement and delivering against organisational objectives.
- Leads senior teams effectively and motivates individuals at all levels to achieve desired outcomes and to realise their potential whilst mindful of knowing when to ask and seek advice and guidance.



Sandwell College - Standard Clauses

- To work in an internal and external customer related way in accordance with adopted procedures and good practice.
- To comply with the College's Equal Opportunities Policy, Code of Conduct, other relevant policy, procedures and legislation.
- To comply with and / or ensure compliance with the College Data Protection Policies and the Data Act and other relevant legislation.
- To comply with Sandwell College's safety policy and other safety procedures and guidelines are deemed part of the job description. Employees must look after their own Health & Safety and welfare and be mindful of other persons who may be affected by their acts. Employers must co-operate and comply with Management instructions regarding Health & Safety issues and report all accidents, incidents and problems as soon as practicable to their Supervisor, Manager or other senior members of staff available.

The responsibilities above cannot totally encompass or define all tasks which may be required of the post-holder. The outline responsibilities given above may, therefore, vary from time to time without materially changing either the character or level of responsibility or grade.

The college works in a dynamic environment and inevitably the details of any job change with time. In consultation with the post holder, the job description will be revised and issued as necessary. The appraisal process in place in the college will be a mechanism for instigating discussions and subsequent amendments to this document.

For further information about Sandwell College, please visit: www.sandwell.ac.uk

Terms

Remuneration

The salary will be designed to attract the very best candidate to lead Sandwell College.

Annual Holidays

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

Relocation

An allowance of up to £8,000 is available for relocation costs, if required.

Pension Scheme

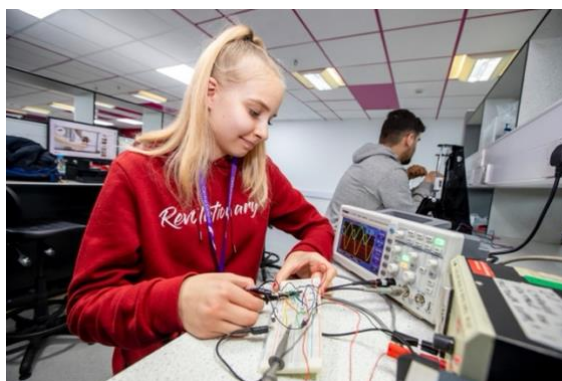
The holder of this post will have access to a Local Government or Teachers Pension scheme.

Checks

All appointments are subject to satisfactory pre-employment references and DBS clearance.

Timeline

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



Process	Date
Close for Applications	9.00am Monday 25 th September 2023
Interviews with Dodd Partners	w/c 2 nd October 2023
Shortlist Meeting	w/c 9 th October 2023
Final Interviews	w/c 16 th October 2023

How to Apply

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

- A covering letter (maximum two sides) highlighting your suitability and how you meet the criteria in the Person Specification, together with details of your current remuneration.
- A comprehensive CV setting out your career history, with responsibilities and achievements.
- All applications should be emailed to Dodd Partners at contactus@doddpartners.com by **9.00am Monday 25th September 2023**, referencing assignment DP3089.

Further Information

Should you wish to have an informal discussion about the role, please contact John Dodd on **07545 431 848** or **01244 738450**. Alternatively, email: johndodd@doddpartners.com