



Assignment Brief

Director of Business Development

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Welcome

Thank you for your interest in the Director of Business Development role at The Sheffield College.

We are very proud of our city and the part that we play in providing academic, vocational and professional qualifications to around 14,000 young people and adults a year.

Alongside the city's two universities, the College is an anchor institution in Sheffield and has a crucial role in contributing to the development of the regional economy.

Benefiting from strong strategic partnerships across the city and beyond, we continually review and develop our curriculum to match local skills needs and to ensure that our students go further in employment and their careers.

We work with approximately 2,400 employers. Of those, around 800 employers are involved in apprenticeship programmes and more than 1,650 provide experience of work, industry placements or other work-related activity.

Our mission is *transforming lives through learning*, as we strive to put students first in everything we do. Our strategic plan focuses on the key themes of learning, people, partnerships and sustainability, and our values are fairness, respect, equality, diversity, inclusivity and engagement.

By 2025, our vision is that we will be leaders in technical and academic education creating exceptional opportunities for the communities that we serve to realise their aspirations. We are proud of our talented and skilled staff. Having recently been graded 'good' by Ofsted, we are on track to achieving our vision.

Receiving recognition in a series of awards during the last two years, including the Educate North Awards and AoC Beacon Awards, is further testament to the College's commitment to delivering high quality programmes that enhance opportunities for students.

The Executive Team and Governing Body are ambitious for the future and for our vibrant and diverse college community, whilst also having the determination and resolve to deal with wider challenges such as skills shortages, sustainability and funding pressures.

We are looking for someone with experience and professionalism to drive sustainable growth in our employer focused skills provision such as apprenticeships as well as leading our income generation agenda, set against our mission, who shares our values and ambitions for students, whilst contributing meaningfully to the college's development journey from 'good' to 'great' and that the College is an exemplar of best practice in the sector.

As one of the largest standalone colleges in England, we are committed to championing the further education sector and investment in our students and staff. That is why we are looking for a highly motivated, experienced, and ambitious business development professional to join our senior leadership team in what is an exciting growth phase for the college.

We look forward to receiving your application.

Yours faithfully,

Andrew Hartley
Deputy Chief Executive and Executive Director Commercial & Operations
The Sheffield College

The Sheffield College

The Sheffield College is the only general Further Education college in Sheffield and the largest in South Yorkshire, providing high quality academic, technical and vocational training to enhance qualifications, skills and employability across the region.

Adopting a 'one college approach', the College is supported by 1,300 dedicated and highly professional staff, operating several sites across the city.

At The Sheffield College, we focus on careers not just courses. Our students achieve so much more than a qualification: they grow in aspirations and confidence and look to the future with optimism. The majority of our students are local and are the city's talent pool and employees of the future. We offer a huge range of vocational, technical and academic qualifications to help young people and adults go further from entry level through to degrees.

We are the largest apprenticeship provider in the city and South Yorkshire. We have made great strides with award-winning initiatives and thanks to the dedication and commitment of our amazing staff - but we are not complacent. We want to achieve more.

Our Mission

Transforming lives through learning.

Our Vision

By 2025, we will be the leaders in technical and academic education, creating exceptional opportunities for the communities that we serve to realise their aspirations.

Values and Behaviours

As a leader at The Sheffield College you will be an ambassador, representing the college with pride and leading by example to uphold our values. We expect our leaders to:

- Believe in the power of education and put students first.
- Strive for high performance, take ownership of your actions.
- Tackle challenges with a positive attitude.
- Never stop learning and acknowledge that we are all on a learning journey.
- Not be afraid to try new ways of doing things to make improvements.
- Celebrate the success of staff and students.
- Treat others as you want to be treated.
- Work collaboratively and take time to support colleagues to achieve their best.
- Listen to others' views and share information proactively to help others succeed.
- Embrace the diversity in our college community.

You will ensure these behaviours are embedded through your teams, ensuring that all our people are Empowered and Thriving, Together.



Key Facts and Figures

Our students get the qualifications and skills they need to go further in employment, careers, apprenticeships, further training and university level courses.

Students and Qualifications

- Approximately 14,000 students and apprentices studied at The Sheffield College during the last academic year, 2021/22.
- More than 5,000 of those learners were aged 16 to 18 and more than 7,000 were adults.
- Of those learners, 2,097 were apprentices: 816 were aged 16 to 18 and 1,281 were adults.
- The number of degree level students during 2021/22 was 403 and they comprised 338 full-time and 65 part-time learners.
- The total number of access to university level course students during 2021/22 was 347.
- Approximately 417 externally awarded qualifications are offered by the College.
- The College offers approximately 115 apprenticeship programmes as well as vocational diplomas, A Levels, access to higher education courses and university level courses such as foundation and honours degrees.

Economic Impact

- The total economic impact of the College was £282.5 million according to research completed by EMSI in 2019 and based on data from 2017/18.
- Of that sum, £239.7 million is the amount that former students contributed to the South Yorkshire economy-equivalent to supporting 10,700 average wage jobs.
- On average, students who achieve a Level 3 qualification will earn £6,888 a year more than someone with no formal qualifications in South Yorkshire. This equates to approximately £261,000 in higher earnings over a working lifetime.
- For every £1 that learners invest in their education at the College (in the form of out-of-pocket expenses and forgone time and money) they receive £5.20 in higher future earnings.
- For every £1 that learners forgo whilst undertaking an apprenticeship, they receive £6.20 in higher future wages.
- In 2017/18, former college apprentices employed in the South Yorkshire workforce contributed £9.2 million in added income.
- Employers will receive £1.30 in return for every £1 invested in the College's apprentices, as those apprentices become more competent, skilled and productive.



Job Description

Job Title: Director of Business Development
Accountable To: Deputy Chief Executive and Executive Director Commercial & Operations

Purpose

The Sheffield College is a large, vibrant and diverse further education college and we are proud of our contribution to meeting local skills needs and transforming lives through learning.

We have high aspirations and standards for ourselves and our students. This role will be key in supporting the College's mission to be consistently great and ensure our students get the qualifications and skills they need to go further in employment, careers, apprenticeships, further training and university level courses.

This role will lead the College's income generation growth agenda set against a mission to provide great education and training. The role will lead and take responsibility for:



- Apprenticeship sales.
- Employer and community partnership development.
- Growing our skills training business with employers.
- International development.
- Commercial income growth.
- Developing new employer focused market propositions.
- Bid and tenders.
- Strategic business development opportunities.

Key Objectives:

- Develop and implement the College's sales strategy and sales forecast for new contracts to deliver sustainable growth.
- Develop strategic and opportunity-specific relationships with employers, partners and key stakeholders to deliver sustainable growth from new business.
- Lead strategic business development opportunities that support the delivery of the College's strategic plan.
- Develop and implement the College's international strategy.
- Ensure regular reporting of business development performance with a clear focus on sustainable growth.
- Develop and evaluate a portfolio of individual opportunity plans and strategies to secure new business.
- Lead the business development function and the professional development of direct reports through coaching and regular reviews.
- Have clear visibility of the new business and client pipeline to aid forecasting and longer term planning.
- Facilitate key stakeholder relationships both internally and externally to build the College's reputation as a trusted partner and to help drive income generation activity.
- Ensure the timely acquisition of market intelligence to help determine new market propositions, monitor competitor activity and keep abreast of customer and industry sector developments.

Main Duties and Responsibilities

As a member of the college's senior leadership team reporting to the Deputy Chief Executive and Executive Director Commercial & Operations, this post will contribute to the team's common goals.

In order to achieve this, the specific duties include, but are not limited to:

- Ensure that the College has strong embedded partnerships with key employers and stakeholders for the delivery of skills training that meets their needs.

- Lead on the development and delivery of the College's business development strategy with a focus on achieving growth in income generation activities including:
 - Apprenticeships and work based learning
 - Our skills training business with employers (commercial and publicly funded)
 - International development
 - Commercial income
- Be the Client Director for key clients.
- Work with colleagues to help grow our community partnership activity.
- Oversee our bids and tender activity ensuring a high conversion rate and where appropriate lead specific bid opportunities.
- Identify and where appropriate lead strategic business development opportunities that help the College to achieve its key ambitions.
- Develop new market propositions for the College informed by market research.
- Lead the Business Development function to ensure that growth targets are achieved and that the department is high performing.
- Deliver on a personal income target.
- Lead the business planning and performance review processes for the department to ensure the efficient use of resources and that financial and performance targets are achieved.
- Discharge and have responsibility for the delivery of budgets delegated to the post holder in accordance with the College's financial regulations and procedures and in any other requirements.
- Undertake training and development deemed relevant to the post and actively promote and support the development of staff and succession planning within the department.
- Lead the department in implementing any cross-college training or support relevant to the College strategies.
- Deputise for the Executive Director as required.
- Report to the Board of Governors, Executive Leadership Team and/or standing committees on all Business Development matters as required.

The portfolio of responsibilities will be reviewed so that it evolves as part of the College's strategic growth and success. You will carry out other duties as may be commensurate with the post which do not change the character or purpose of the post which are necessary to maintain high quality standards of business practice.

Line Management and Cross College Working

- You will be part of the college's senior leadership team and will need to work collaboratively with members of this team in order to deliver the College's strategy and objectives.
- You will be required to participate in cross college teams and working groups on key projects and initiatives.
- You will attend relevant internal committees and groups, representing the departments. This could include preparing and presenting papers as required.
- You will directly line manage key staff within the Business Development department to ensure that they are high performing.

Other Responsibilities

- You will act as a role model to colleagues, ensuring that the responsibilities of the post are carried out in a way that reflects the standards, vision and values of the College.
- Proactively promote and support the College to fulfil its statutory, corporate and moral responsibilities regarding Safeguarding, EDI, General Data Protection Regulations, Audit and Health and Safety.
- Undertake duties and responsibilities in full accordance with the College's Health and Safety policies and procedures to ensure the provision and maintenance of a safe working environment.
- Support and promote the College's environmental sustainability agenda.
- Act as a member of key college committees or boards as deemed appropriate.
- Take part in the college Duty Manager rota, supporting the management of campuses on a regular basis.

Person Specification

Education and Qualifications

Graduate calibre, ideally with a post graduate qualification in business and/or a professional affiliation.

Essential Experience

- Significant sustained experience of developing and enhancing commercial partnerships and business winning strategies with key stakeholders, client groups and funding bodies across the wider skills sector and apprenticeships in particular.
- A clear capacity to understand the commercial drivers across performance management, reporting, analysis, annual planning and curriculum design to improve efficiencies, drive value, maximise profitability and deliver ahead of client expectations.
- A clear track record of how to build and develop growth and bid management strategies to secure long term, sustainable growth.
- Capacity to manage information systems to drive business critical data to inform and direct the clarity of decision making and market interpretation.
- Excellence in terms of both written and verbal communication to inform and gain buy-in from others.
- Strong planning and project management skills to drive commercial growth programmes to target and against budget.
- Clear experience of building and leading a commercial function with tangible success across new business sales and effective marketing and business promotion.
- Demonstrable experience of managing budgets to deliver best value and excellence in performance management, ideally with exposure internationally.
- An experienced people manager with the capacity to innovate and drive commercial thought across a diverse and complex organisation.
- Track record of influencing boards and senior management in a growth orientated environment.
- Proven track record and success of working with multiple revenue sources and previous experience of delivering innovative solutions and continuous improvement across business development functions.



Skills and Attributes

- Clear capacity to think strategically with highly evolved influencing, negotiating and communication skills.
- Profound commercial awareness, highly analytical with the capacity to make sound and well considered judgements.
- Well developed bid writing skills with a high level of IT literacy.
- Ability to delegate work, set clear direction and manage workflow.
- Strong mentoring, coaching and people management skills that ensure high performance.
- Ability to train and develop subordinates' skills and foster teamwork among team members.
- Personal values that align to those of The Sheffield College.

Terms

Remuneration

Competitive Salary

Annual Holidays

The holiday entitlement is 42 days per annum, plus recognised public holidays.

Pension Scheme

The holder of this post will have access to a LGPS pension.

Timeline

The following timeline is indicative and should only be used as a guide as it may be subject to change. It will be essential to submit your application at your earliest convenience as the close date has the potential to come forward.

Process	Date
Close for Applications	9am Monday 18 th September 2023
Interviews with Dodd Partners	25 th & 26 th September 2023
Shortlist Meeting	3 rd October 2023
Final Interviews	w/c 9 th October 2023

How to Apply

Dodd Partners is undertaking the recruitment process on behalf of The Sheffield 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 **9am Monday 25th September 2023**, referencing assignment DP3090.

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