Job Description and Person Specification

Director of Business Development

Team: Business Development

Reports to: Associate Principal, Employers & Stakeholders

Location: Group Wide

Job Purpose

The Director of Business Development plays a pivotal role in shaping and delivering the Group's income and growth strategy, with a primary focus on driving up income across key product lines including apprenticeships, adults, higher education and commercial. The role has management responsibility for the Group's Business Development team and combines leadership, innovation and a strong commercial focus across several core areas:

- Strategic Business Development – Lead the Group's business development plan, setting and delivering ambitious growth targets across all CCG colleges and key products. This includes analysing market and employer demand, identifying new opportunities, and working with delivery teams to develop new and innovative programmes that respond to employer needs.
- Employer Engagement & Account Management – Provide leadership and oversight of all employer engagement activity across the Group, building long-term strategic partnerships and personally managing relationships with some of the Group's largest and most strategic employers. This includes ensuring the effective and efficient use of the Group's Customer Relationship Management (CRM) platform and measuring employer satisfaction.
- Performance & Tendering – Take accountability of relevant income targets, the quality of pipeline and conversion reporting, and the identification and submission of bids and tenders. Provide clear, data-informed performance reporting as required.

Key Responsibilities

Strategic Business Development

- Lead the development and implementation of a Group-wide Employer Engagement Strategy that aligns with the Group's growth objectives, curriculum priorities and the needs of the local and regional economy.
- Set clear, ambitious and achievable income, profit and recruitment targets, taking responsibility for meeting and exceeding sales income targets.
- Work with curriculum and delivery teams to plan an annual profile of recruitment targets, maximise recruitment numbers and develop new and innovative products and programmes.
- Lead campaign and resourcing reviews based on pipelines, conversions and supply/demand, ensuring resources are directed to the areas of greatest opportunity.

- Work closely with the Director of Marketing & Recruitment to plan and implement targeted campaigns and events that generate new leads and opportunities.

Employer Engagement & Account Management

- Provide leadership and oversight of all employer engagement activity across the Group, allocating accounts to the team and monitoring delivery.
- Act as account manager for some of the Group's largest and most strategic employers, developing long-term, mutually beneficial partnerships.
- Ensure the Group's CRM platform is used effectively and efficiently by the team, as the reliable source of pipeline and conversion data.
- Manage the Employer Satisfaction surveys and use the findings to drive improvements to the Group's employer offer.
- Represent the Group at business and Group networking events, building relationships with key stakeholders including business networks, employers, prospective apprentices and parents, and furthering the Group's reputation.

Commercial Performance & Tendering

- Take responsibility for the sales budget and apprenticeship income targets, ensuring effective financial planning, management and control.
- Monitor performance against targets and collate and present performance reports, including monthly sales performance metrics, to the Associate Principal and the Group Leadership Team (GLT).
- Identify, lead and contribute to the production and submission of apprenticeship bids and tenders, maintaining an up-to-date understanding of apprenticeship funding rules.

Innovation & Leadership

- Provide strategic leadership and direction to Business Development teams across all CCG colleges, cultivating a collaborative, high-performing and innovative working environment.
- Regularly review team allocations and workload, and monitor individual and team performance to ensure that all targets are achieved.
- Champion a culture of data-driven decision-making, continuous improvement and customer focus across employer engagement and learner recruitment.
- Be a positive and active member of the College Leadership Team (CLT), working collaboratively with other leaders and professional services to ensure business development is aligned with Group-wide strategic priorities and operational plans.
- Promote a culture of excellence grounded in the Group's core values, leading the adoption of innovative practices and digital optimisation that enhance performance, engagement and service delivery.

Role Context

Chichester College Group expects staff to:

- Work within the context of the Group's core values, code of conduct, quality requirements and continuous improvement ethos.

- Undertake their duties in accordance with Group policy and procedures, particularly with respect to:
  - Human Resources policies and procedures;
  - Equality, diversity and inclusion policies and procedures;
  - The Group's health and safety policies and procedures;
  - Safeguarding and Prevent;
  - The Group's policy on the confidentiality of data stored electronically and by other means in line with data protection legislation.

- Keep abreast of developments in their own area of expertise and undertake staff development opportunities where identified and approved, subject to funding.
- Support and uphold the Group's environmental sustainability commitment and work towards helping the Group achieve net zero carbon emissions.

Evening and weekend work may be required.

You may be required to undertake such duties as may be reasonably required of you commensurate with this grade.

Work outside the Group must not interfere with the effective delivery of your duties. Additional work requires approval by the Chief Executive Officer.

Other supporting information can be found on the Group's website.

This job description is current at the date shown below. It is liable to variation by management in consultation with you to reflect or anticipate changes in, or to, the job.

Criteria	Essential/ Desirable	How Assessed
Experience		
Significant experience of leading and managing a large and complex sales or business development team, with a proven track record of meeting and exceeding targets	Essential	Application Form/ Interview/ Assessment
Proven track record of B2B sales and business development at a senior level, working collaboratively with a diverse range of employers and stakeholders	Essential	
Leading a business development strategy with evidence of innovative approaches, success and leading change	Essential	
Identifying, writing and submitting successful bids and tenders	Essential	
Managing significant budgets and resources to meet organisational objectives / KPIs	Essential	
Managing key accounts and building strategic partnerships with large employers	Essential	
Experience of apprenticeships	Desirable	
Working in a Further Education or Higher Education setting in a senior commercial, sales or business development role	Desirable	
Knowledge		
Local and regional business landscape	Essential	Application Form/ Interview/ Assessment
CRM systems, and the use of pipeline and conversion data to inform activity and measure impact (ideally Microsoft Dynamics)	Essential	
Knowledge of business finance and budget setting / management	Essential	
Understanding of apprenticeships and apprenticeship funding rules	Desirable	
Qualifications		
Honours Degree or equivalent commercial / sales experience	Essential	Application Form/Certificates
Level 2 English & Maths	Essential	
Sales qualification	Desirable	
Masters degree, or a professional management or coaching qualification	Desirable	

Skills and Abilities		
Provide strong leadership, vision and management to enable the Group to deliver its strategic and operational objectives. Able to instil a continuous improvement culture whilst ensuring high standards are met	Essential	Application Form/Interview/ Assessment
Sales techniques and experience of operating within a commercial venture	Essential	
Delivering effective change management	Essential	
Proven communication, presentation and networking skills, including the communication and presentation of complex performance data to senior leaders	Essential	
Highly effective organisational, prioritisation and time management skills, with the ability to work to tight deadlines	Essential	
Highly motivated with proven problem solving skills, able to work flexibly and confidentially with empathy and discretion	Essential	
Well developed IT, analytical and digital skills, including the use of email, Microsoft Office applications and CRM platforms	Essential	

Attributes		
Proven English language and communication skills (e.g. delivering presentations) as well as strong influencing and negotiation skills	Essential	Application Form/ Interview/ Assessment / PPA
Performance driven, able to set and meet challenging targets and KPIs	Essential	
Innovative and creative, with a commercial and entrepreneurial spirit	Essential	
Flexibility and fairness in approach	Essential	
Calm and measured under pressure	Essential	
Able to build strong and trusted relationships with colleagues, employers and stakeholders	Essential	
An ability to work independently with strong decision making skills and initiative	Essential	
Interest and ability to coach and develop others to success	Essential	
Commitment to, and understanding of, equal opportunities relating to staff and student matters within a diverse and multicultural environment	Essential	
Commitment to the values of the Chichester College Group	Essential	

Other Requirements		
Ability to travel between campuses and also for Group business	Essential	Interview/ Checks and Clearances
Satisfactorily meeting the Group's employment checks – a Disclosure and Barring Service Check (including any relevant overseas checks), health assessment, references, qualifications and legal entitlement to work in the UK	Essential	

Any appointment is subject to the Corporation's terms and conditions of service:

Working hours per week:	37
Working weeks per year:	52
Salary range:	£64,292 – £70,263 per annum
Salary progression:	Salary progression is achieved through annual increments, in accordance with the Group's Performance Management Scheme.
Holiday entitlement:	The annual leave year runs from 1 January to 31 December. 30 days per annum. In addition, the days between Christmas and New Year are not deducted from your leave entitlement.
Holiday restrictions:	Leave cannot be taken on certain days designated by the Group, e.g. development and administration days. Leave is to be agreed in advance with the line manager.
Pension scheme:	Permanent and fixed term staff (regardless of how many hours they are contracted to) are automatically opted into the Local Government Pension Scheme unless they elect to opt out of the pension. The Group contributes to this scheme and the employee contribution is determined by the level of actual pensionable pay and the guidelines given by the LGPS. Alternatively the employee may opt out within the first 3 months of employment.