

Job Description

1. JOB IDENTIFICATION

Post Title:	Director of Enterprise Development
Responsible to (Post Title):	Vice Principal, Skills and Enterprise
Date:	June 2023
No of Posts:	1

2. PRINCIPAL JOB PURPOSE

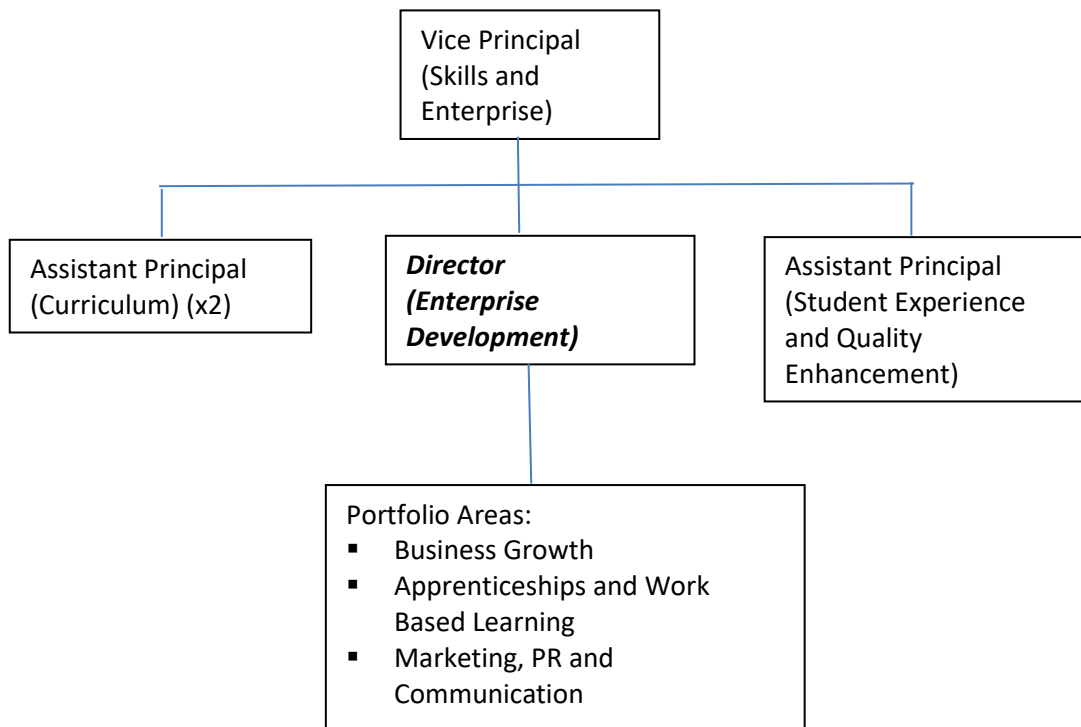
As a member of the Senior Leadership Team (SLT), provide leadership at a strategic level in the corporate management and governance of Ayrshire College.

Lead the development and delivery of the strategic objectives for Enterprise Development, aligned to industry needs, which contributes to economic growth and skills development across the Ayrshire region and beyond. The strategy will transform the College's external, corporate engagement with business organisations, commercial clients, local authorities and stakeholders and redesign the delivery of commercial activities, in support of the College's strategic ambitions.

This also includes providing strategic leadership for the College's Marketing, PR and Communications team, to ensure that the Ayrshire College brand is managed and promoted effectively, through an integrated communications strategy which will enable student recruitment, develop diverse income streams and position the College as a key influencer within the region and beyond.

Establish robust frameworks to lead the performance management and effective governance of the portfolio including monitoring and delivering annual commercial income and profit targets.

3. ORGANISATIONAL RELATIONSHIP



4. MAIN DUTIES & RESPONSIBILITIES

Strategic Leadership

1. Support the strategic development of Ayrshire College through contributing significantly to the corporate leadership of the College to achieve the best possible outcomes for the communities within the region.
2. Support the Executive Leadership Team in strategic planning and development processes, in order to deliver the College's learning, teaching and associated commitments.
3. As a member of the Senior Leadership Team (SLT) contribute to the formulation, development and implementation of the College's strategic and operational direction in order to achieve integration of all services and the curriculum.
4. Lead the development and delivery of a strategy to transform the College's commercial portfolio across all sectors of the economy, regionally, nationally and internationally, in order to establish the College as a provider of choice for business and commercial organisations.

- Lead the development and implementation of an innovative and creative stakeholder engagement strategy which will include Community Planning Partners, Employers, Chamber of Commerce and Sector Skills Councils to ensure that the College's commercial portfolio is market driven.
 - Establish and maintain collaborative regional, national and international multi-agency strategic partnerships, to support the College's externally funded activities, liaising with relevant funding bodies both public and private to secure diverse and sustainable funding streams.
5. Lead the development and implementation of a market research strategy informed by national policies which is effective and responsive and supports curriculum and commercial portfolio development.
 6. Provide leadership at a strategic level in the planning and delivery of all educational contracts and partnerships with business organisations and agencies in conjunction with the Assistant Principals - Curriculum and Finance team. Lead the development of new contracts in support of the College's strategic vision, liaising with internal and external strategic partners.
 7. Lead the development of an innovative marketing, communication and brand management strategy which enables high quality and effective customer experiences, differentiation, customer loyalty, staff engagement and underpins a culture of high performance.
 8. Lead and manage ethically and responsibly and act in accordance with the College's values and governance principles, ensuring compliance with College policies and procedures.
 9. Lead the development and review of policies, processes and systems within Enterprise Development, to ensure the delivery of high-quality services to meet the requirements of business and commercial customers.

Service Transformation

10. Lead the transformation of the College's commercial product portfolio in conjunction with the Executive and Senior Leadership teams to progress opportunities arising from the Ayrshire Regional Economic Strategy, Ayrshire Growth Deal and respond to the requirements of the commercial and business sectors.
11. Lead the development of robust frameworks in conjunction with Curriculum areas in order to provide guidance, research insights and effective planning and administration, to support the transformation of enterprise development activities.

12. Provide leadership at a strategic level in the development of innovative funding applications to support and enable income diversification.
13. Lead the College's brand management and positioning externally, enhancing student recruitment, and supporting the development of alternative income streams.
 - Advise the Executive Leadership team of the potential for international engagement and ensure full compliance with for example, UK Border Agency
14. Lead the College's marketing, public relations, communication and media support activities to ensure high quality coverage which accurately reflects the College's strategic messages, values and identity.

Performance Management

15. Work in collaboration with the Executive and Senior Leadership teams in order to agree annual commercial income and profit targets and develop effective reporting arrangements, to enable ongoing monitoring and performance management, to drive continuous improvement.
16. Lead the development and implementation of the College's approach to internal communications, engaging with all staff in order to establish processes which are effective and valued.
17. Lead the continuous improvement of Enterprise Development using team-evaluation and benchmarking to review performance, set transformational outcomes and deliver sustainable income generation.
18. Support the effective governance and management of the College as a member of SLT, through contributing to the development and implementation of robust planning, monitoring, and review frameworks to underpin confidence in the leadership and management of the College.
19. Lead the development of a culture within Enterprise Development which embeds the principles of health, safety and wellbeing and equality and diversity in the delivery of services to customers.
20. Embed a culture of continuous improvement through leading the review and evaluation of services and ensuring the development of all staff through the college's personal development, quality enhancement and performance management frameworks.
21. Support the implementation of all College policies, procedure and protocols within the function and sustain an inclusive and supportive environment in accordance with College policy.

5. COMMUNICATIONS (Internal & External)

The Director of Enterprise Development will communicate regularly using a variety of methods with key external stakeholders, partners, customers, and suppliers.

The relationships will be at a strategic and operational level relating to the scope of the engagement.

A key feature of the role will be developing strategic relationships with key partners and stakeholders, both internal and external to the College, to influence the strategic development of the College's Enterprise Development functions.

Internal strategic and operational communication using a variety of methods will take place daily with the Vice Principals, all staff and students.

6. ASSIGNMENT AND REVIEW OF WORK

The post-holder will function with a high degree of independence and autonomy, within parameters agreed in conjunction with the Vice Principal, Skills and Enterprise and has the professional discretion to prioritise and determine workload. Work is demand driven and generated through the strategic objectives and priorities of the College. Work activity will also be delegated by the Vice Principal, Skills and Enterprise and the post-holder will also be responsible for leading on strategic objectives as required.

The Director of Enterprise Development will agree and review personal objectives relating to the delivery of the College strategic plan with the Vice Principal, Skills and Enterprise, on an annual basis.

7. ESSENTIAL KNOWLEDGE, SKILLS & EXPERIENCE

Education

- Qualified to first degree level, or equivalent within a subject area relevant to the role.
- Relevant professional qualification/membership.
- Evidence of continuous professional development.

Knowledge

Demonstrable knowledge of:

- Scottish Government policy and strategy on colleges.
- National strategies which impact on the design and delivery of services within areas of responsibility.
- The commercial and business environment in which the College operates including all current and potential funding sources.
- Curriculum developments in college education.
- Corporate brand management principles and approaches

- Digital developments within the delivery of commercial training and development solutions.

Skills and Competencies

- Demonstrable evidence of strong leadership, change management, organisational, time management, financial management and analytical skills.
- High level of marketing and commerce skills
- Lead and manage teams and inspire excellence.
- Support the Executive Leadership Team with the ongoing integration and development of the College.
- Design innovative and sustainable strategies to address identified development opportunities.
- Influence the strategic agenda at local, regional and national levels.

Experience

- Comprehensive experience in the leadership and management of teams at a senior level.
- A proven record of experience within a senior position.
- Experience of leading transformation and delivering sustainable high performance, within a business development or enterprise environment.
- Experience of influencing a wide range of strategic partners, preferably within an education context, at a local, regional and national level.
- Experience of stakeholder relationship management at strategic level.
- Experience of designing and delivering innovative solutions to support SMEs as commercial clients.
- Current experience of external funding sources and delivering commercial contracts of significant value.
- Experience of building and managing effective relationships at strategic level with a variety of external organisations and partners including employers, local authorities, commercial clients, funding and awarding bodies and other colleges.
- Providing leadership for the delivery of successful outcomes, achieving high performance and consistently exceeding income generation targets.

8. MAIN JOB CHALLENGES

- Providing leadership and direction at a strategic level to deliver highly effective Enterprise Development services which deliver sustainable income generation solutions, in support of the College's strategic aims and ambitions.
- Leading transformation across the Portfolio of services to position the College as provider of choice for business, through a range of commercial products and innovative marketing strategies.
- Working innovatively with key industry sectors across the region and nationally to support sustainable economic transformation.

9. WORKING ENVIRONMENT

Physical

- The post will involve office-based work, which will also involve the post-holder travelling to external meetings.

Mental

- Frequent and intense concentration for prolonged periods at a time e.g. attending meetings, analysing highly complex data to inform decisions and judgements, reviewing, checking and amending documentation
- Frequent and constant interruptions, on widely varying issues which can result in immediate re-prioritisation of present workload
- Intense concentration for long periods when preparing reports

Emotional

- Dealing with commercial clients and customer satisfaction.
- The ability to maintain professionalism and not be provoked by challenging behaviour.

Working Environment

- Mainly office based