|  |  |
| --- | --- |
| Job Description and Role Profile | |
| Job Title: | Director of Skills and Marketing |
| Accountable to: | Depute Principal |
| Line managed by: | Depute Principal |
| Direct Reports: | Skills Delivery Manager  Skills Development Manager |

|  |
| --- |
| 1. Context |
| The purpose of this job is to meet the strategic aims, objectives and targets of the College through delivery of a Growth and Innovation Strategy that secures and enhances the positioning of the college, SFC funding for the college and generates growth in commercial activities to increase the ratio of commercial to SFC funding |
| 2. Key Outputs and Tasks |
| 2.1 Leadership and Quality Culture |
| Translate the College’ ambitions for commercial growth into a strategy that directly contributes to securing the College’s financial sustainability.  Lead the college to develop close working relationships with businesses in the region, and beyond, to maximise College income.  Maintain Commercial delivery of courses to maximise income streams.  Generate commercial income in line with the aspirations approved by the Board of Management.  Lead on the development of the College’s brand with key stakeholders to position the college as an education institution of choice.  Promote a culture of excellence, continuous improvement, and digital capability throughout the commercial development and marketing areas.  Ensure marketing and commercial development areas meet or exceed performance standards set by the College. |

|  |
| --- |
| Take responsibility for College corporate performance as a Senior Leadership Team member  Lead, inspire develop and manage marketing and commercial development staff Ensure that the relevant regulatory requirements of all statutory bodies are met |
| 2.2 Delivery of learning and services to support learning |
| Maintain delivery of income generating courses.  Lead the development of new courses to maximise income. Attend external events on behalf of the College.  Take responsibility, as required, as a member of the Senior Leadership Team for cross college functions, projects, or operations.  Participate in all relevant activities as a member of the Senior Leadership Team. Liaise with curriculum staff to ensure curriculum areas complement and enhance the College’s offer to its markets. |
| 2.3 Outcomes and Impact |
| Lead on the development of commercial income generation.  Develop and lead high performing teams, providing them with inspirational leadership. Develop and keep under review an effective, efficient, and economical marketing and commercial development structure for the College.  Achieve agreed income targets and performance indicators across all areas of responsibility.  Deliver a customer-focussed approach towards all stakeholders. |
| 2.4 Capacity for Improvement |
| Develop, implement, and monitor income targets to ensure that the College maintains long term sustainability.  Champion change, communication, continuous improvement, and empowerment of staff.  Develop effective mechanisms to understand future scenarios and manage strategic risks.  Actively develop yourself through staff development and training activities and review own performance and the performance of direct reports. |

|  |
| --- |
| 2.5 Corporate Leadership Responsibilities |
| Develop, Implement and promote College policies.  Lead on ensuring that direct reports are compliant with their corporate duties in relation to Health and Safety, Safeguarding, Prevent, GDPR etc.  Ensure that all staff are trained in safeguarding and child protection and are aware of their own responsibilities  Discharge duties and responsibilities under the College’s Health and Safety Procedures which may include Risk and COSHH Assessments and participation in evacuation procedures as necessary.  Implement Health and Safety and security measures in accordance with statutory and College requirements.  Role model and operate at all times supporting College values and corporate management.  Champion Diversity and Equality, and the College’s mission, vision, values and behaviours  Undertake cross college operational management duties to support business continuity needs e.g. Fire Marshall, First Aider, Duty Manager  Actively develop yourself through staff development and training activities and review own performance and the performance of those who are responsible to them.  Deliver a customer-focussed approach towards all stakeholders.  Develop effective working relationships internally and with external partners.  Undertake any other duties consistent with the key responsibilities and duties of the post, as directed. |