|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| **1. Role Profile** | |  |  |  |
| **Role and Context** | **Need to Do** | **Need to Know** | **Need to Be** | **Need to Have** |
| The purpose of this job is to meet the College’s strategic aims and targets through development of commercial activity to increase non-SFC and SFC funding. | Manage and maximise income opportunities.    Set a direction for the teams to follow and support them to achieve the end goal.  Develop strategic plans and business cases.    Manage and lead staff and managers.    Present complex ideas to a wide range of audiences. | Experience of commercial new business  Development    Experience at a  senior level with a good  understanding of corporate governance.    Experience of marketing strategy  development | Results Orientated  Entrepreneurial  Inspirational leader    Strong communicator    Decision maker    Problem Solver | Relevant degree level qualification, or equivalent gained  through experience    Evidence of relevant CPD in professional  area of expertise    Experience of leading and managing organisational  change    Knowledge of marketing, commercial development and public relations |

|  |  |
| --- | --- |
| **Date description created/revised** | May 2024 |
| **Date of next review** | At Performance Review |
| **Manager signature** |  |
| **Employee signature** |  |
| **Date received by employee** |  |