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| **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 EntrepreneurialInspirational 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  |

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