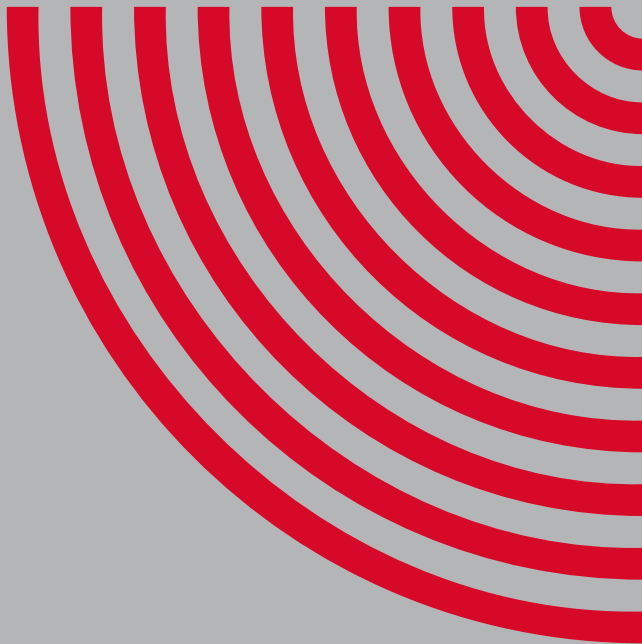


# Recruitment pack

Assistant Principal – Business & Community



# *The* Bishop Auckland College *Group*





# WELCOME

## *From the Chair of the Corporation*

On behalf of the board of governors I would like to thank you for showing an interest in this exciting new role in our executive team. As a senior post holder, the successful candidate will work closely with the corporate board to successfully deliver the objectives we set in our strategic plan.

As an externally focused strategic leader you will be an ambassador for our college group building transformational partnerships that benefit the college, the group and the wider community in this exciting new era we are embarking upon.



Kind regards,

Patrick Lonergan

## *From the Principal & Chief Executive*

Thank you for your interest in this role. It is a really exciting time at Bishop Auckland College Group as we build upon our recent successes and respond to the new opportunities in our town, in our region and across our sector.

As we approach the launch of a new strategic plan for the group, we are looking to strengthen our strategic leadership by appointing a hard-working and inspirational Assistant Principal - Business and Community. The successful candidate will join the executive team of the group and will lead our externally focused work across the local and regional economy whilst developing strong partnerships with our local community.

This recruitment pack aims to provide you with the headline information to further understand our college group. You will find the job description and person specification that will provide you with the key and specific responsibilities of this new role we are adding to our structure. Our leadership behaviours have recently been created by the wider leadership team and are now published for all staff and students to see the expectations we have of ourselves; we are looking for someone who can work towards these behaviours. We have included some key facts and useful information that will support you, should you decide to apply, and most certainly if you are successful in being shortlisted. Finally, we have included details of the many benefits we have for our staff at the college group.

Thank you, once again, for your interest in this role. If you would like to find out more in person, myself and the other members of the executive team would be happy to welcome you for a visit and answer any questions you may have. If you would like to take us up on this offer, please contact our wonderful PA, Natasha at

[natasha.brown@bacoll.ac.uk](mailto:natasha.brown@bacoll.ac.uk)



Kind regards,

Shaun Hope



## ASSISTANT PRINCIPAL - BUSINESS AND COMMUNITY

37 hours per week permanent position

Post No.: RS24/25/76

Salary: £69,377.72 to £75,751.96

Responsible to: Principal/Chief Executive

**Supervisory responsibility:** Director of Apprenticeships and Employer Services, Head of Community and Careers, Marketing Coordinator and the strategic overview of the McIntyre Centre.

**Responsible for:** The Assistant Principal - Business & Community is part of the college group's executive team and is therefore a key figure in driving the strategic direction and operational excellence of the whole group. With an external focus, the Assistant Principal Business & Community will develop transformational partnerships that will not only grow the college group offer but enhance the student experience to be exceptional. The key responsibilities for the role are:

1. Embody the key behaviours expected of leaders at Bishop Auckland College Group.
2. Lead the group's externally facing curriculum and commercial operations ensuring growth linked to regional needs, government policy and economic development, as articulated in the strategic plan.
3. Ensure the group is regarded as an attractive destination by achieving ambitious recruitment targets for school-leavers and adult learners in line with the aspirations in the group's strategic plan.
4. Enhance and further develop links with employers and delivery partners to ensure the group is positioned effectively grow apprenticeship, higher technical and full-cost commercial income-targets and to respond effectively to changes in government policy.
5. Further enhance the group's role in the local community providing effective links with other organisations from the public, private and voluntary sectors.
6. Analyse and provide key market intelligence related to all aspects of the group's work to inform curriculum and commercial growth, particularly in terms of bid opportunities.
7. Promote and implement the policies of the corporation to ensure the efficient operation of its business and the welfare and interests of its students and employees, commensurate with the grade of the post.
8. To perform such duties consistent with the position as may be required by the Principal from time to time.

### Specific responsibilities:

#### 1. Strategic Leadership:

- Develop and implement strategic plans to enhance the college group's business, community engagement, marketing and recruitment initiatives.
- Collaborate with the senior leadership team to align business and community initiatives with the college group's strategic plan.
- Develop and lead the group's approach to stakeholder management taking the strategic role with skills advisers, industry boards and employer representatives.
- Lead on the development of new business opportunities, securing funding, and partnerships that benefit the college group and its stakeholders.

#### 2. Business Development and Commercial Revenue:

- Identify and pursue opportunities for collaboration with local and regional businesses to create new training programs, apprenticeships and work placements.
- Establish and maintain strong relationships with employers, industry bodies and other external partners.
- Drive initiatives to increase employer engagement and satisfaction with college services.
- Develop and implement strategies to generate commercial revenue, including the development of new income streams and maximizing existing ones.

#### 3. Community Engagement:

- Strategically lead the corporate social responsibility plan for the group ensuring the group plays a strong and sustainable role in the betterment of the community.
- Foster strong connections with local community groups, organisations and stakeholders to support the social and economic development of the region.
- Lead the college group's community outreach work with a specific focus on the development and success of the McIntyre Centre.
- Ensure the group's educational offerings are inclusive and accessible to diverse community groups.

#### 4. Marketing and Recruitment:

- Develop and implement marketing strategies that support the growth of the college group and its position within the local community and regional economy.
- Lead student recruitment efforts to achieve enrolment targets across various funding streams.
- Ensure the highest quality of the group's marketing and communication materials (advertising, public relations, personal relationships, social media) to remain consistent with those of an exceptional provider of education, training, and development.
- Utilise data and market research to inform marketing and recruitment strategies.

#### 5. Curriculum Development and Management:

- Work collaboratively with the Vice Principal Curriculum and Quality to develop a three-year curriculum and skills strategy that meets the needs of the group's key stakeholders.
- Oversee the development and delivery of vocational training programmes that meet the needs of local employers and the community.
- Ensure the curriculum is aligned with current industry standards and future skills requirements.

#### 6. Team Leadership:

- Lead and manage a team of staff responsible for business development, employer engagement, community delivery, marketing and recruitment.
- Provide professional development and support to ensure high performance and continuous improvement.
- Foster a collaborative and innovative team culture.

## PERSON SPECIFICATION

Candidates for the post of Assistant Principal - Business and Community, must possess the following qualities:

	Essential	Desirable	Where identified
<b>Qualifications</b>	<p>Degree or equivalent in a relevant subject area</p> <p>Safeguarding Level 2 (to be achieved within 6 weeks)</p> <p>Level 2 in Literacy (or willing to work towards within 2 years)</p> <p>Level 2 in Numeracy(or willing to work towards within 2 years)</p>	<p>IT qualification</p> <p>Level 2 Equality &amp; Diversity</p>	<p>Application Form</p> <p>Certificates</p>
<b>Experience</b>	<p>Experience of strategic business planning processes, particularly in relation to the development of market responsive provision.</p> <p>Demonstrable track record of delivering growth against commercial targets.</p> <p>Demonstrable evidence of the ability to lead the design and implementation of innovative programmes to meet customer needs.</p> <p>Demonstrable evidence of successful partnership and collaborative working</p> <p>Proven ability to develop, manage and lead a high performing team.</p>	<p>Proven track record in a senior management role within an educational setting, particularly further education.</p> <p>Demonstrable track record of delivering growth in student and apprenticeship starts in a further and/or higher education setting.</p>	<p>Application Form</p> <p>References</p> <p>Interview</p>
<b>Knowledge and skills</b>	<p>Strong leadership and people management skills, including the ability to inspire and motivate staff.</p> <p>Excellent communication and negotiation skills with the ability to give and receive information effectively through a variety of mediums to a wide range of audiences.</p> <p>Comprehensive understanding of the further education sector, including current educational policies, legislation, and funding mechanisms.</p> <p>Ability to analyse data and use it to inform decision-making and strategic planning.</p> <p>Ability to network and influence key partners through positive interactions to develop collaborative working relationship with partners, and colleagues.</p>	<p>In-depth knowledge of local and national labour market trends and the skills requirements of businesses</p>	<p>Interview</p> <p>References</p>
<b>Personal qualities, attitude and behaviours</b>	<p>Embody the key behaviours expected of leaders who work at Bishop Auckland College Group.</p> <p>Commitment to working with openness and transparency.</p> <p>A motivational leader with outstanding communication skills and the ability to build and maintain strong relationships with the capacity to influence.</p> <p>Strategic, innovative and creative thinker and leader, able to find positive and practical approaches and solutions to complex and challenging problems.</p>		<p>Interview</p>

## Safeguarding responsibility

All staff have responsibilities in relation to safeguarding. It is expected that all staff make themselves aware of the Safeguarding/Child Protection Policy. All staff will be expected to participate in regular safeguarding training. All staff will need to comply fully with legislation and College policies and practices to ensure learners are safeguarded and protected.

This role will involve engaging in 'regulated activity'.

Due to this post being regulated activity, we ask questions about your entire criminal record, including 'spent' and 'unspent' convictions as defined in the Rehabilitation of Offenders Act 1974 and the amendments to the Exceptions Order 1975, 2013 and 2020.

### General

This job description is current at the date shown below. However, in consultation with the post holder, it may be liable to review and variation to reflect changes in the College environment.

Bishop Auckland College Group has an Equality, Diversity and Inclusion Policy and expects all members of staff to support the policy by behaving in a non-discriminatory way in terms of employment, the curriculum and student entitlement. Bishop Auckland College Group is committed to promoting diversity and equality of opportunity.

All members of staff are expected to maintain a high level of security and confidentiality of information in their work at all times.



## Useful information

### Characteristics of Bishop Auckland College Group:



#### Bishop Auckland College

Bishop Auckland College is proud to be a uniquely vocational college, centred on providing high quality education and training to support local people into employment - either directly or via progression routes of apprenticeships or further and higher-level study. Bishop Auckland College is located on one campus around a mile outside of the town centre. The curriculum ranges from entry level for high needs learners to apprenticeships and full degree level programmes in specialist areas, and the offer spans all subject sector areas other than land-based. The College is adaptive and efficiencies are maintained by choosing to focus on specific technical and professional routes where the quality of education is good, achievement and progression rates are high, employer links are strong and local labour market demand is evident.



#### South West Durham Training

The College Group maintains a strong presence in the engineering and manufacturing education and training market, through its parent/subsidiary relationship with the training provider South West Durham Training (SWDT), located on the Aycliffe Business Park. The curriculum offer includes apprenticeships, full-time programmes, higher education and bespoke commercial courses for employers.



#### Durham Gateway

Durham Gateway is the brand name for our specialist alternative provision for 14-16-year olds. This offers a combined academic and vocational curriculum for young people who thrive in a nurturing and practical learning environment. Hosted on the main college campus on Woodhouse Lane, Durham Gateway benefits from close collaboration across a wide variety of vocational areas.



#### BAC Nursery Bishop Auckland College Nursery

On-site nursery and pre-school providing up to 67 full-time places, serving external commercial clients as well as the children of College students and staff.

## Important documents

[Strategic plan](#) - You can find our current strategic plan [here](#)

This comes to an end early in the new academic year and we are currently under consultation for the new strategic plan.

[Annual Accountability Statement](#) - can be found [here](#)

This important document evidences our response to meeting local skills needs through the local skills improvement plan.



# Leadership behaviours

## Constantly strive to improve...

...yourself, others and the group.

## Group over self.

Do what's right for the group.

## Pick up the litter.

Never be too big or too busy to do the things that need to be done.

## Communicate with kindness and clarity.

Be positive and constructive.

## The difference is in the detail.

Focus on the inputs and the outputs will look after themselves.

## Bishop Auckland College Group offer...

Bishop Auckland College Group offer a warm, diverse and inclusive environment in which everyone is supported to grow, develop and really flourish.

We support growth and development of our staff through investment in high quality continuous professional development opportunities, industry updating and individual mentoring.

We know that the success of the BAC Group is built on our focus on inclusion, community and employers, all underpinned by the brilliant work of our exceptional team of dedicated staff.

BAC Group is a great place to work and we hope you would like to join us.

### Some of the amazing benefits you get working within the Bishop Auckland College Group

- 8.4 weeks' annual leave entitlement (plus additional bank holiday entitlement)
- 4.5 day working week, closing at 12 noon on a Friday
- Extensive CPD opportunities
- Access to Local Government Pension Scheme/Teachers' Pension Scheme
- Free parking
- Easter and Christmas closure periods
- Free gym membership
- Onsite bursary discounts
- Discounted salon treatments
- Discount at local businesses
- Annual staff barbeque



*The College offers a friendly, safe, inclusive and diverse place to work and study.*





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