



THE  
**BEDFORD**  
COLLEGE  
GROUP

# Director of Sales and Business Development

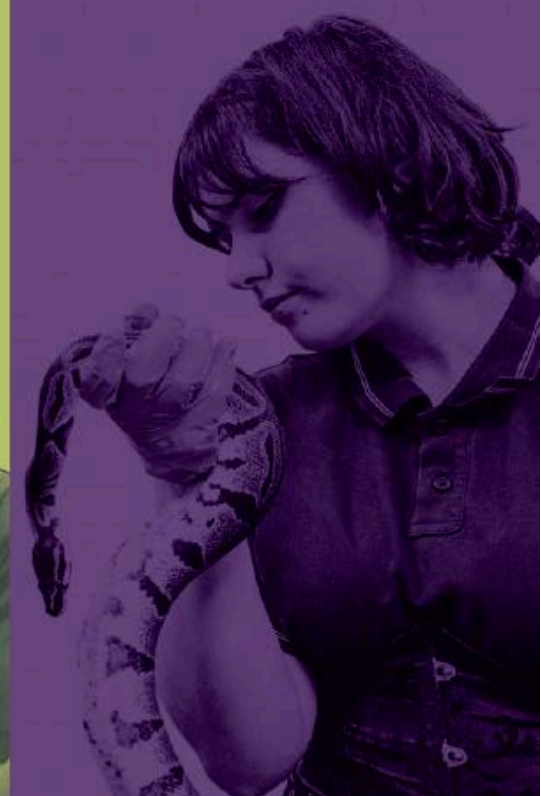
ATTITUDES



KNOWLEDGE



SKILLS



Candidate Information Pack  
October 2024

[www.fea.co.uk/tbcg-dsbd/](http://www.fea.co.uk/tbcg-dsbd/)

# Welcome

Dear Colleague,

Thank you for your interest in the role of Director of Sales and Business Development at The Bedford College Group (TBCG). The Group is the 7th largest further education college group in the sector by income and comprises 7 distinct colleges with 3 further educational colleges, 2 sixth form colleges and 1 national college for motorsport. Our values are extremely important to us and keep the student at the heart of everything we do, but none more so than those of valuing teamwork, continuously improving, caring, and student experience all of which sit at the heart of this role.

The successful candidate will have a proven track record of leading a high-performing sales team and will be committed to delivering an exceptional employer-responsive service. They will ensure that we are the provider of choice for employers seeking training to meet their skills needs through apprenticeships, higher skills, work placements, and full-cost training opportunities. The successful candidate will collaborate closely with other senior leaders and operational teams, contributing to a clear vision and strategies to enhance the student experience, while working with urgency to achieve these goals.

To succeed in this role, you will bring expertise as a senior leader with a proven track record of achieving and exceeding sales targets in an educational or commercial setting. You will demonstrate strong commercial acumen, experience working with businesses to understand their training needs, and a history of successfully leading and managing sales and business development teams. You are articulate, data-literate, customer-centric, and possess highly ambitious leadership qualities.

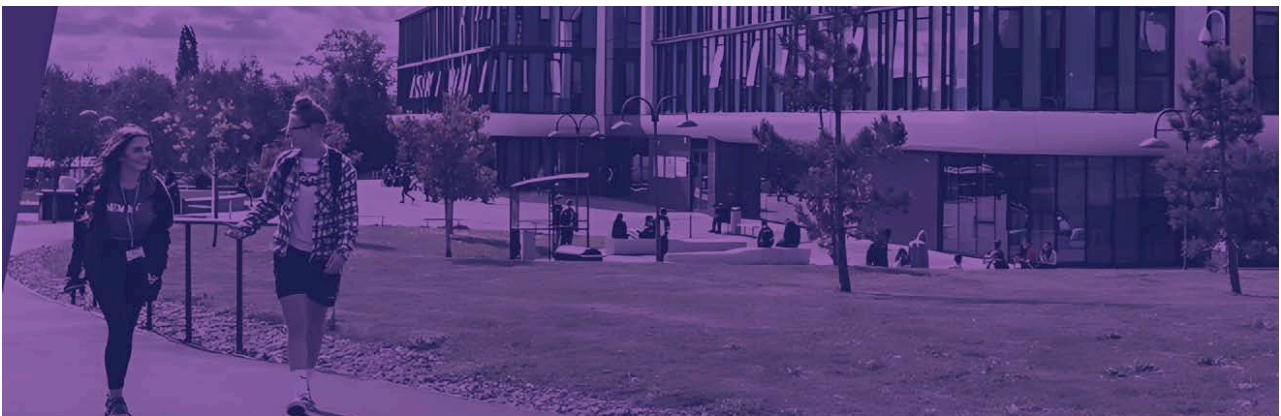
You will be coming to TBCG at an extremely exciting period of change, with our new CEO having commenced in January this year with a passionate commitment to, and vision of excellence that will take us forward in the next stage of TBCG's evolution. Interested parties are strongly encouraged to contact our FE Associates recruitment partner, [Claire.Gehlig@fea.co.uk](mailto:Claire.Gehlig@fea.co.uk), to arrange an initial discussion prior to submitting an application.

With best wishes

*D Houghton*

**Debbie Houghton**

**Executive Director Apprenticeships, Business Development & Commercial**



# About Us

TBCG is one of the largest FE providers in England and has grown rapidly in the last few years. Initially based on the old Bedford College site, through mergers and acquisitions, this year we have grown to have approximately 18,000 learners on multiple sites. In 2018, it successfully merged with Tresham College to create pan-Bedfordshire and North Northamptonshire provision based on the concept of developing regional market towns, and this has been boosted by Central Bedfordshire College (CBC) deciding to join the Group in February 2023. The Group has an Ofsted judgement of 'good', having rapidly improved the quality rating of Tresham on merger. These developments mean that TBCG has geographical sites in Bedford, Kettering, Corby, Wellingborough, Silverstone (housing a specialist motorsport facility), Shuttleworth (a land-based campus), and CBC sites in Dunstable and Leighton Buzzard.

Our strategic plan from 2022 to 2027 has a straightforward but challenging aim: 'to be the best and most authoritative further education provider in the South East Midlands'. This reflects both our current position as being the largest provider of FE in the region and also our ambition to be recognised as a system leader in national FE and a major source of civic leadership within our communities. TBCG is explicitly a regional institution and has no interest in being a national group or in growing for the sake of growth. Our rationale for expansion has been (and will continue to be) to achieve the benefits of regional integration, and its location is a major strength sited, as it is, within the southern part of the Oxford-Cambridge Arc and within easy commuting distance of London. Economic growth and employment opportunities are buoyant (under almost all economic models) and population growth and long-term demographic projections are strong. The region has genuine world-class employers with needs requiring world-class technical skills, and TBCG is committed to





making a substantial contribution with regional partners to achieving this. We are also aware that advances in digital technology will change many aspects of how FE operates and we intend to be a leader in this area as well.

Notwithstanding such ambitions, TBCG will remain a values-driven institution with its students and the communities it serves at its heart, and with a strong commitment to equality, diversity and inclusion (our strategic plan reaffirms this). TBCG has always striven to do what is best for its students and, thereby, to promote educational excellence by delivering programmes that stretch and challenge them. Continuing to enhance the quality of provision and student and employer satisfaction is at the heart of our strategic plan.

The strategic plan is available on our website and has been included on the FE Associates microsite for this role. The financial position of the Group is strong and it has a reputation in the sector for excellent financial management including having retained an ESFA financial rating of 'outstanding' for many years. Clearly, the national funding environment is difficult, particularly given inflation and the challenges of many aspects of staff recruitment and reward. Nonetheless, TBCG is better placed to weather such storms than the vast majority of the sector and we have a strong working relationship with our banks.

Our CEO, Yiannis Koursis OBE, joined us in November 2023 and continues to build on the Group's strong reputation, guiding us through the next phase of our journey. Yiannis has been transforming the lives of students for more than 17 years, having held senior roles in further education at colleges across the UK. In recognition of his exceptional contributions to social progress and development, he was awarded an OBE in 2022 and a fellowship from the Royal Society of Arts in 2020. Yiannis is a passionate national advocate for further education, championing its power to transform lives and tirelessly promoting the sector as a vital force for opportunity and growth.

We operate a model where each of our colleges has a designated Principal responsible for the day-to-day leadership of their respective campuses, ensuring the effective development and delivery of curriculum, teaching, and learning. The Business Development team, part of TBCG's professional services operations, is led at the Group level, serving the needs of stakeholders across each institutional region.



# Job Description

**Job title:** Director of Sales and Business Development

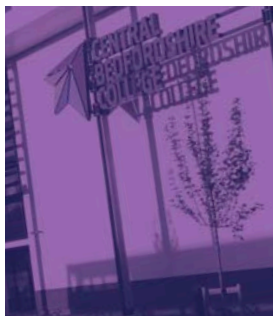
**Reports to:** Executive Director Apprenticeships, Business Development and Commercial

**Direct reports:** Sales and Business Development Team

**Salary:** Competitive

## Job Purpose

- Lead and oversee all group-wide business development and sales operations.
- To be responsible for achieving all sales and learner number targets.
- To identify and pursue new business opportunities to expand market presence and drive revenue growth.
- Manage and lead the central sales, recruitment, and onboarding team, ensuring they meet or exceed annual targets.
- Increase apprenticeship numbers to at least 2,000 over the strategic plan period (27/28), including at least 300 higher and degree apprenticeships.
- Identify and pursue new business opportunities to expand regional market presence.
- Secure quality T Level industry placement opportunities, ensuring every learner has a placement opportunity with a local employer.
- Achieve a commercial sales target of at least £500k in 2024/25, with annual growth exceeding £1 million of revenue by the end of the 27/28 plan period.
- Deliver outstanding customer service to employers, achieving an external customer satisfaction rating of over 85%.
- Provide effective leadership and management within the Directorate and across The Bedford College Group (TBCG).
- Ensure the successful achievement of both TBCG and departmental strategies and work plans.
- Ensure all statutory requirements, policies, and procedures are effectively communicated, implemented, and followed by all TBCG employees.
- Execute all aspects of the role in line with TBCG culture and values.
- Ensure the student experience remains central to all Directorate activities.



# Main Duties

## Specialist Area

- Develop a Group-wide Business Management and Sales Plan to ensure a high-quality, consistent approach in engaging with businesses, using well-defined processes, goals, and performance metrics.
- Implement effective sales strategies to achieve and exceed revenue and student enrolment targets in apprenticeships, commercial ventures, HTQs, and T Level industry placements.
- Conduct market research to identify trends, customer needs, and the competitive landscape to inform strategic planning.
- Motivate, lead and manage the sales and business development team to convert sales initiatives and meet all student enrolment and income targets.
- Build and maintain strong relationships with key customers, partners, and stakeholders across the South East Midlands region.
- Lead and organise regular working groups (industry forums) with businesses to review and develop different aspects of the curriculum across the Group.
- Serve as the main point of contact for key clients, addressing their needs and ensuring high levels of customer satisfaction.
- Establish clear account management oversight for all customers, enhancing engagement and ensuring the promotion and cross-selling of services.
- Utilise SEM and LMI data to categorise businesses by type, size, and sector, assigning them gold, silver, or bronze account status based on their service needs.
- Develop and deliver compelling sales presentations and proposals to prospective clients.
- Collaborate with local and regional businesses to align our services and products with their business needs.
- Direct and support the sales team in negotiating and closing deals with new and existing customers, ensuring mutually beneficial agreements.
- Lead, mentor, and develop the regional sales and business development team, as well as the apprenticeship recruitment and onboarding team, fostering a collaborative and high-performance culture.
- Work closely with cross-functional teams, including support and curriculum areas, to ensure cohesive efforts and optimal outcomes.
- Monitor all performance metrics and prepare regular reports for senior management.
- Analyse sales data to identify areas for improvement and develop action plans to address them.
- Maintain up-to-date knowledge of industry trends, market conditions, and competitor activities.

## Leadership

- Represent the group both internally and externally.
- Participate in the development of the TBCG strategy and support its communication and implementation.
- Develop the Directorate strategy and vision in alignment with the overarching TBCG strategy.
- Develop plans and objectives to support the achievement of the strategy.

## Leadership cont'd

- Provide leadership to raise standards of teaching, learning, and assessment, and develop appropriate methodologies for inclusive and personalised learning to ensure the best student experience.
- Ensure Directorate structures are effective in terms of delivery and cost, and review models to ensure development and innovation.
- Act as a mentor to those directly reporting to you.
- Be visible and appropriately accessible to your wider team.
- Participate in innovative projects and groups for the further development of The Group.
- Write and present reports to the Executive and Board of Governors as required.
- Ensure compliance with all regulatory and policy requirements.
- Ensure the completion of all TBCG-wide Quality & Monitoring processes.
- Be accountable to the Executive for the performance of the Directorate.

## Management

- Ensure all employees are effectively managed on a day-to-day basis.
- Provide honest management of employees by setting standards and targets, offering regular feedback, and holding individuals accountable when standards are not met.
- Ensure the effective performance of direct reports, providing support, mentorship, or taking appropriate action when performance does not meet required standards.
- Handle performance management issues promptly and in accordance with policy and procedure.
- Ensure all employees are up to date on and supported to attend mandatory training and staff development programs.
- Ensure teams maintain effective coverage at all times for the Directorate to operate efficiently.
- Support the departmental management structure in planning and implementing effective staffing strategies.
- Ensure effective induction processes are in place and carried out promptly across the Directorate.
- Conduct thorough annual appraisals for all managers and ensure they do the same.
- Maintain continuous succession plans, providing opportunities for managers to step up.





## Management cont'd

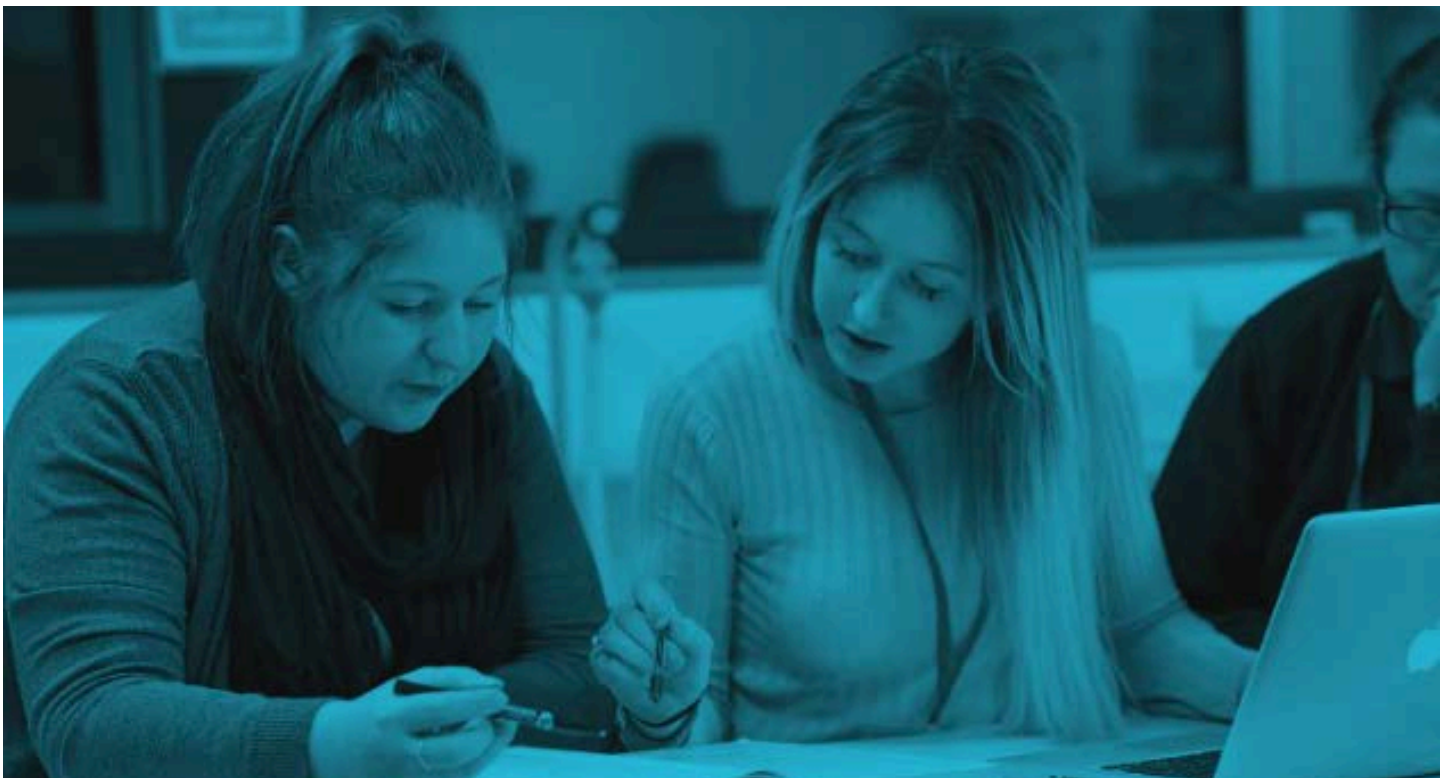
- Ensure appropriate support is in place for employee well-being and that it is effectively utilised.
- Monitor and manage the Directorate's budget effectively.
- Report any relevant information regarding the Directorate or the wider Group to your line manager.
- Ensure all Directorate targets are met.
- Attend and participate in all relevant organisational meetings.
- Undertake any other tasks reasonably requested.

## College-Wide Responsibilities

- Attend other TBCG campuses for team management, meetings, etc.
- Act as Duty Manager as assigned by rota.
- Support and participate in weekly ID checks and walk rounds.
- Support and participate in invigilation during exam periods.
- Support and participate in TBCG open days.
- Conduct investigations and disciplinary hearings as an independent Director.

## Statutory Duties

- SAFEGUARDING – To be responsible for promoting and safeguarding the welfare of children, young people and vulnerable adults and for raising any concerns in line with BCG policy and procedure.
- EQUALITY & DIVERSITY – To be responsible for promoting equality and diversity in line with BCG policy and procedure.
- HEALTH & SAFETY – To be responsible for following health and safety requirements in line with BCG policy and procedure.
- TRAINING & DEVELOPMENT – To participate proactively in training and development including any required qualification development.





# Person Specification

## Qualifications/Training

### Essential

- Relevant degree level or professional qualification in business, sales and marketing or other related area.

### Desirable

- Post graduate qualification in relevant discipline.
- Level 5 management qualification.

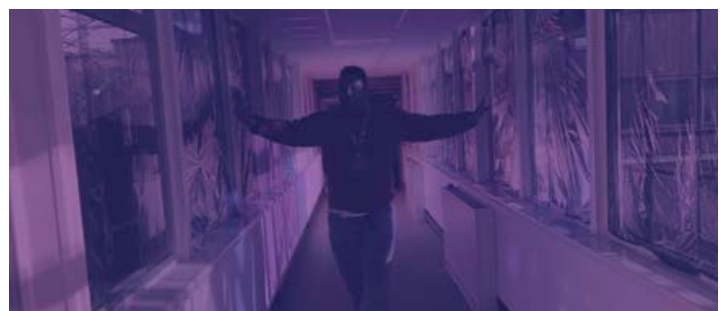
## Knowledge / Experience

### Essential

- Recent experience in a leadership role in the education/skills/training sector.
- Minimum of 5 years of sales experience and at least 2 years in a senior management role.
- Proven track record of achieving and exceeding sales and revenues targets.
- Experience of leading and delivering an effective sales strategy to customers in an educational context.
- Experience of leading a successful sales and recruitment function in the education sector.
- Experience of managing a budget.
- Experience of leading a sales team.
- Experience of building and maintaining relationships with diverse stakeholders.
- Proficient in interpreting sales data and market trends.
- Proficient in leading tenders and bids and report writing.

### Desirable

- Strong knowledge of the Further Education sector.



# Skills

## Essential

- Excellent verbal and written communication skills.
- Excellent people management skills.
- Excellent organisational skills.
- Excellent customer service skills.
- Excellent interpersonal skills.
- Excellent prioritisation skills.
- Good project management skills.
- Excellent decision-making skills and the understanding of your own authority levels and responsibility within this.
- Excellent level of numeracy.
- Excellent IT skills to include Microsoft Office (Word, Excel etc.).
- Excellent analysing skills.

# Attributes

## Essential

- Ability to deal with sensitive data confidentially.
- Ability to work both alone and within a team.
- Ability to work under pressure and adapt to changing workload demands.
- Ability to work to deadlines.
- Ability to build professional relationships.
- Ability to influence at all levels.
- Ability to take responsibility and exhibit leadership.
- Ability to work flexibly and able to thrive in a fast-paced, dynamic industry.
- Able to work effectively with cross-functional teams and foster a positive team environment.
- To demonstrate the ability to work in line with Bedford College Group's values, policies and procedures, with particular reference to Equality & Diversity, Safeguarding and Health & Safety.
- Demonstrates a willingness to continuously develop personal knowledge and skills.

# Additional Requirements

## Essential

- Ability to travel to all campus locations for meetings, events, training etc.
- Ability to provide duty manager cover.
- Ability to adapt working hours to changing needs in the business when these occur.
- A clear understanding of the appropriate professional boundaries and relationships that should be formed and maintained with children and young people.



# The Bedford College Group

## Terms and Conditions

The appointed candidate will receive the following:

- a competitive salary
- 35 days annual leave plus bank holidays
- a pension through the local government pension scheme

## Key Dates

<b>Closing date for applications:</b>	<b>9am Thursday 28 November 2024</b>
<b>Shortlisting:</b>	<b>Monday 2 December 2024</b>
<b>Interviews and selection will take place weeks commencing:</b>	<b>Monday 9 December 2024, and Monday 16 December 2024</b>

---

The images used in this document are the copyright of The Bedford College Group; acknowledgement of that copyright is hereby given. All images are used with the permission of the owner and may not be used by third parties without permission of The Bedford College Group.



# The Application Process

We have retained FE Associates to support us in finding an outstanding individual to inspire excellent practice across our organisation. The application process is outlined below.

## **Initial Discussion and Recorded First-Stage Teams Interview**

Prior to submitting an application, interested parties are advised to arrange an initial conversation with our FE Associates lead consultant, by emailing [Claire.Gehlig@fea.co.uk](mailto:Claire.Gehlig@fea.co.uk), to discuss the role before the closing date. Once it is agreed for you to proceed with an application, the lead consultant will schedule a first-stage interview via Teams with you which will take place before the closing date and will be recorded. Once this interview has been scheduled, you should submit your application. Please see the final page of this pack for full details on how to submit your application.

## **Shortlisting and Invitation to Interview**

After the closing time/date, our lead consultant will send all applications and recorded first-stage discussions to the college for shortlisting. Once the shortlist has been agreed, candidates will be notified by the lead consultant and shortlisted candidates will be invited to a formal interview/selection process with the college.

## **Safer Recruitment and Due Diligence Checks**

Applicants are advised that, as part of the statutory guidance on Keeping Children Safe in Education, colleges/training providers are advised to make arrangements for an online search as part of due diligence on shortlisted candidates. The searches are aimed to assist in identifying things said or done that may harm the organisation's reputation or make the candidate unsuitable to work with children, young people and vulnerable adults. Where a cause of concern arises from the online search, a risk assessment will determine whether the concern is of such a nature that it is appropriate to exclude a candidate from the process or whether a clarification discussion, before or during an interview, is needed.

This post is exempt from The Rehabilitation of Offenders Act 1974. The Rehabilitation of Offenders Act 1974 and the Exceptions Order 1975 provides information about which convictions must be declared during job applications and related exceptions and further information about filtering offences can be found in the DBS filtering guide. The Bedford College Group's policy on the employment of ex-offenders is available upon request. Candidates who are barred from working with children are reminded that it is a criminal offence to apply for this post.



Having obtained the full information from <https://www.fea.co.uk/tbcg-dsbd/>, discussed the role with Claire Gehlig and scheduled your first-stage interview via Teams, you should email your application to [recruitment@fea.co.uk](mailto:recruitment@fea.co.uk) in advance of the closing date and time (see Key Dates section). Applications received after this time will not be considered. Please note, CVs will not be accepted in place of, or in addition to, the application form.

## Email Checklist

**Please use the latest version of the application and ED forms found on the job page for this role and not older out-of-date versions. These forms are not compatible with IOS/MAC (Pages).**

Ensure your email includes only the 2 forms necessary for your application (these forms are located with the candidate information pack on the FEA website jobs page for this role):

### 1. An Application Form with all sections completed including:

- An explanation of any gaps in your employment in **section 6**.
- A supporting statement which does not exceed the equivalent of 2 pages of A4 and is included as part of the form in **section 9** and not as a separate document. In this section, explain how you believe your knowledge, skills and experience match the criteria as stated in the person specification for this role (detailed in this candidate information pack).
- Please include 2 referees and their full postal and email addresses and their contact numbers in **section 10**. References are usually sought after the interview process and the college will not contact referees without your prior approval.
- Ensure you enter your name/e-signature and date in **section 11**.
- Save your completed form as a Word document with your surname, first name and the job reference as the filename i.e. Surname, First Name – tbcg-dsbd - Application.

### 2. The Equality and Diversity Monitoring Form.

- This is a Word format document. Please click **inside** each check box that applies to you.
- Once you have fully completed the form, please save this as a Word document with your surname, first name and the job reference as the filename i.e. Surname, First Name – tbcg-dsbd - ED.





THE  
**BEDFORD**  
COLLEGE  
GROUP

The Bedford College Group  
Bedford College (registered office)  
Cauldwell Street  
Bedford  
MK42 9AH

Tel: 01234 291000  
[bedfordcollegigroup.ac.uk](http://bedfordcollegigroup.ac.uk)

**FEA** **FE ASSOCIATES**

