

Job Description

Job Title	Business Development Manager - Apprenticeships
Main Purpose	To lead and drive strategic growth across the College's apprenticeship provision, by capitalising on new business opportunities and engaging with a wide-range of employers and other stakeholders across the North East and Tees Valley regions. The post-holder will play a key leadership role in shaping and delivering the College's external engagement strategy.
Line Manager	Assistant Principal – Business Development & Technical Education
Line Management Responsibilities	Business Development Consultants, T-Level Work Placement Coordinator
Date Job Description Agreed	21 st October 2025

MAIN DUTIES

To be responsible for:

1. leading and managing high performance across the Business Development Team by setting clear expectations, monitoring progress, and providing regular feedback to direct reports;
2. working to recruitment targets and KPIs in liaison with the Assistant Principal – Business Development & Technical Education and ensuring financial targets are achieved;
3. line managing the T Level Work Placement Coordinator, ensuring effective oversight of placement activity and that learners receive high-quality, meaningful work placements that support their progression and meet programme requirements;
4. planning, producing and delivering targeted marketing campaigns to generate business growth, working collaboratively with the college's Marketing Team and Learner Recruitment Consultants;
5. collaborate with Apprenticeship Managers and Curriculum Leaders to resolve issues and drive improvements that support growth and enhance the learner experience;
6. identifying, engaging and securing new business through a variety of business development approaches, including sales calls, meetings, presentations, events and networking;
7. preparing and presenting detailed business proposals and procurement bids for a range of stakeholders and new business initiatives with support from the Assistant Principal – Business Development & Technical Education;
8. maintaining expert knowledge of the College's range of provision and services, and positioning these effectively to meet employers' and stakeholders' needs;
9. representing the college with a wide range of stakeholders including large employers and Jobcentre Plus management teams;

10. leading account management of significant employer accounts to ensure that maximum value is achieved from the stakeholder relationship;
11. monitoring sector developments to ensure the College remains competitive and responsive to emerging opportunities;
12. assisting the Assistant Principal - Business Development & Technical Education in the interpretation of MI reports, and in detecting trends and patterns in employer and learner activity.

Corporate responsibilities

1. make a significant contribution to the overall management of Derwentside College;
2. represent the College within the areas of responsibility in the absence of your line manager;
3. promoting the College's core values, strategic objectives, operational targets and business activities – and supporting the implementation of its plans, policies and procedures;
4. uphold high standards of professional conduct and practice;
5. implement and monitor quality assurance procedures appropriate to the post-holder's area of accountability in order to secure compliance with the College's quality assurance system;
6. seek to enhance co-operative working relationships, the quality of service provision, and the level of customer satisfaction;
7. keep up-to-date with the major developments relevant to the post.

Other duties

1. use those I.T. packages and systems available for the rapid and efficient completion of job tasks;
2. safeguard and promote the welfare of children, young people and vulnerable adults;
3. ensure that safe working practices are adopted in compliance with relevant health and safety regulations;
4. demonstrate commitment to the principles of equality of opportunity and treatment, and comply with the requirements of relevant equal opportunities legislation;
5. attend and contribute to appropriate team meetings in order to enhance co-operative working relationships and standards of service delivery;
6. participate in performance management procedures.

Undertaking such other duties commensurate with the grade of the post as may reasonably be required.

Person Specification

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Attributes	Essential	Desirable
Qualifications	• a relevant professional qualification • a basic Health and Safety Qualification - or the willingness to achieve one • a level 4 qualification in a relevant subject	• a recruitment qualification • CEIAG level 2
Experience	• of success i.e. proven track record in business generation of apprenticeships and other funded and commercial training • of meeting targets and deadlines • of leading business meetings • of co-ordinating large scale recruitment campaigns	
Skills and abilities	• ability to communicate clearly and effectively in presentations and meetings • to write reports, proposals and adverts • ability to prioritise workloads and maintain high standards of performance to achieve the College's short and long term goals • to work under pressure, meeting agreed targets and deadlines • to form positive and professional relationships with employers and colleagues • to plan and organise own workload • to work effectively as a member of a team • to communicate clearly and concisely (both orally and in writing) – presenting detailed information accurately and complex arguments persuasively • to act in a decisive manner, taking into account both the relevant evidence and the needs and options of others	

Knowledge and understanding	• of the importance of excellent customer care necessary to achieve high quality results • of apprenticeship standards provision • of the financial impact of not achieving targets in an agreed timescale • computer literate	
Personal qualities	• target-driven with a high level of self-motivation • a positive, business-like approach to work including a readiness to work flexibly • well-organised, enthusiastic and confident • ambition and initiative • reliability and integrity	
Other requirements	• a credible personal presence • full UK driving licence and access to a vehicle for business use (or access to equivalent mobility)	