

# Business Growth Lead (EL487)

**Job Description**

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| **Area** |  | **: Apprenticeships and Employer Engagement** |

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| **Salary** |  | | **: £34,745 – £39,093 *(per annum)*** | |
| **Hours of Work**  ***(Full-time/Part- time)*** | | **:** | **: 37** |

**Line Manager :** Employer Engagement and Relationship Manager

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**Responsibility for**  **:** Identifying and providing solutions to employers’ training needs;

*and*

: Promoting the welfare of children and young people.

## Main Purpose of Job:

The Business Growth Lead will play a pivotal role in driving the growth and expansion of Cheshire College South and West. This role involves identifying new business opportunities, building strategic partnerships, and developing initiatives that align with the college's mission and goals.

## Key Duties and Responsibilities:

1. Market Analysis: Conduct thorough market research to identify trends, significant new and emerging opportunities, and competitive landscape across Cheshire and Warrington.
2. Strategic Planning: Develop and implement business development strategies to achieve growth targets.
3. Partnership Development: Establish and maintain relationships with key stakeholders, including businesses, community organizations, and local government.
4. Project Management: Oversee the execution of business development projects, ensuring they are completed on time and within budget.
5. Collaboration: Work closely with vocational, academic and administrative departments to align business development efforts with the college's educational objectives.
6. Reflect the vision, mission, aims and values of the college.
7. Always support fully the College’s Aims and Objectives.
8. Contribute to team development and training activities.
9. Collate and present training proposals and solutions to employers.
10. Comply with internal and external course and project administration and reporting requirements.
11. Keep up to date with current sector issues and guidelines, developing relationships with key bodies within the sector(s) network and contribute to local and national initiatives and developmental work.
12. Follow all agreed Quality Assurance and Risk Management Systems operating in the College and contribute generally to the establishment and development of a quality provision/service.

**Generic**

1. Support and promote a culture of innovation, excellence and equality.

(14) Comply with College policies, procedures and agreements.

(15) Contribute to the risk management of the College.

(16) Support and follow the College’s strategies on equality, diversity and safeguarding.

(17) Undertake appropriate staff development activities that support personal development and the

changing needs of the College and its environment.

1. Be aware of, and responsive to, the changing nature of the College and adopt a flexible and

proactive approach to work.

1. Undertake such other duties as may reasonably be required commensurate with this grade, at the

initial agreed place of work or at other locations in the College catchment area.

***This Job Description is current as the date shown. In consultation with the post-holder, it is liable to variation to reflect changes in the job.***



# Business Growth Lead

**Person Specification**

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| \*Test = Skills Test/Knowledge Test/Micro Teach/Presentation | **Assessment Method** | | | | | | | | | | | |
| Application Form | | \*Test | | | Interview and Presentation | | Psychometric Testing | | Qualification Certificates | References | |
| **Education and Qualifications** | | | | | | | | | | | | |
| Essential |  | |  | | |  | |  | |  |  | |
| * Bachelor's degree or equivalent in Business, Marketing, or a related field. | **** | |  | | |  | |  | | **** |  | |
| * GCSE Grade C *(4/5)* in English and Maths | **** | |  | | |  | |  | | **** |  | |
| * Initial Advice and Guidance NVQ Level 3 *(willingness to work towards)* | **** | |  | | |  | |  | | **** |  | |
| * Level 3 workplace health and safety qualification or equivalent *(willingness to work towards)* | **** | |  | | |  | |  | | **** |  | |
| Desirable |  | |  | | |  | |  | |  |  | |
| * Evidence of on-going professional development | **** | |  | | |  | |  | | **** |  | |
| * Accredited qualification or approved CPD in Sales Techniques *(or willingness to undertake)* | **** | |  | | |  | |  | | **** |  | |
| **Skills and Experience** | | | | | | | | | | | | |
| Essential |  | |  | | |  | |  | |  |  | |
| * Proven experience in business development, preferably within the education sector. | **** | |  | | | **** | |  | |  |  | |
| * Strong analytical and strategic thinking skills. | **** | |  | | | **** | |  | |  |  | |
| * Excellent communication and interpersonal skills. | **** | |  | | | **** | |  | |  |  | |
| * Ability to manage multiple projects and meet deadlines. | **** | |  | | | **** | |  | |  |  | |
| * Proficiency in Microsoft Office Suite including Dynamics. | **** | |  | | | **** | |  | |  |  | |
| * Good working knowledge and understanding of the employment and skills agenda | **** | |  | | | **** | |  | |  |  | |
| * Experience in the successful assessment of requirements to design tailored training for employers | **** | | **** | | | **** | |  | |  |  | |
| * Experience of team working | **** | | **** | | | **** | |  | |  |  | |
| * Proven track record of organisational ability | **** | |  | | | **** | |  | |  |  | |
| * Good working knowledge in the use of technologies for learning, including CRM systems; | **** | |  | | | **** | |  | |  |  | |
| * Understanding of equality and diversity in a learning environment | **** | | **** | | | **** | |  | |  |  | |
| * Ability to promote learning and opportunity for all | **** | | **** | | | **** | |  | |  |  | |
| Desirable |  | |  | | |  | |  | |  |  | |
| * Proven experience of successfully delivering challenging sales targets | **** | | **** | | | **** | |  | |  |  | |
| **Personal Attributes** | | | | | | | | | | | | |
| Essential | |  | | | | | | | | | | |
| * Proactive, customer-focused, and results-oriented. | | **** | |  | **** | |  | |  | | |  |
| * Strong leadership and team collaboration skills. | | **** | |  | **** | |  | |  | | |  |
| * Adaptable and able to thrive in a fast-paced environment. | | **** | |  | **** | |  | |  | | |  |
| * Commitment to the mission and values of Cheshire College South and West. | | **** | |  | **** | |  | |  | | |  |
| * Excellent interpersonal, communication and influencing skills | | **** | |  | **** | |  | |  | | | **** |
| * Excellent team player with a can-do attitude | |  | |  | **** | |  | |  | | | **** |
| * A desire to enable staff to teach effectively | |  | |  | **** | |  | |  | | |  |
| * Commitment to on-going professional development | | **** | |  | **** | |  | |  | | |  |
| * Flexibility and ability to work under pressure | | **** | |  | **** | |  | |  | | |  |
| * Confident in dealing with a wide variety of stakeholders | | **** | |  | **** | |  | |  | | |  |
| * Able to use own initiative | | **** | |  | **** | |  | |  | | |  |
| * Ability to work under pressure and to meet deadlines | | **** | |  | **** | |  | |  | | |  |
| * Excellent organisational skills | | **** | |  | **** | |  | |  | | |  |
| * Excellent team-working skills | | **** | |  | **** | |  | |  | | |  |
| * Good IT skills | | **** | |  | **** | |  | |  | | |  |
| * Able to represent and promote the College in a professional manner. | |  | |  | **** | |  | |  | | |  |
| * Ability to be flexible over hours | |  | |  | **** | |  | |  | | |  |

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| **Special Factors** |  |  |  |  |  |  |
| Essential |  |  |  |  |  |  |
| * Full, current driving licence | **** |  | **** |  |  |  |
| * Car owner, with a willingness to use on College business as   required *(mileage allowance payable)* | **** |  | **** |  |  |  |
| * Enhanced DBS check | | | | | | |

Updated: May 2025