Associate Director of Apprenticeship Development			
School / Department:	Growth, Engagement and Enterprise	**Grade:**	J
New appointees to Birmingham City University will ordinarily be appointed at the entry point of the appropriate grade			
Pension classification:			**Other**
Responsible to:	Director of Growth, Engagement and Enterprise	**Responsible for:**	Business Development Managers (Apprenticeships)

Job Purpose

BCU is the committed to provide learning opportunities which target the economic and social needs of the areas in which we operate. The University is committed to developing a sustainable workforce in the region, closing the skills gap and providing business support in line with the Local Industrial Strategy and Strategic Economic Plans to increase degree apprenticeships. You will support schools to engage with key strategic partners enabling BCU to grow its apprenticeship numbers within specific disciplines to meet the local and regional demand from employers, and to create a culture of cross-school partnership working to meet workforce supply needs and drive income through securing new business within apprenticeships.

The purpose of this post is to sustainably grow the revenue and number of students radically. The role will lead the team that develops new and existing employer and other third-party stakeholder relationships to grow BCU's apprenticeship programmes and provide skilled workforces locally and regionally. You will work closely with relevant academic and Professional Services colleagues to align apprenticeship provision with employer need and to meet the apprentice growth targets as outlined in BCU's apprenticeship plan.

Main Activities and Responsibilities

1. Grow student numbers and revenue from apprenticeships to be a significant proportion of BCU's business, especially in subjects that do not have a significant apprenticeship provision
2. Find and partner with employers at a scale that leads to large increases in student numbers, working closely with the Associate Director of Business Development
3. Ensure that all new apprenticeship programmes meet the highest standards of compliance and success in terms of End-Point Assessments
4. Lead a team of Business Development professionals, overseeing the development of long-term, mutually beneficial partnerships with relevant organisations.
5. Develop a strategy and plan for the development of apprenticeships across the university, working with Marketing, Recruitment and Communications and the academic Schools.
6. Develop and execute a strategy to identify and actively target small and large businesses to; develop new relationships, support with use of levy funding and grow higher and degree apprenticeships.
7. Develop and drive an institution-wide approach to managing strategic partnerships and employer engagement focusing on workforce skills, inclusivity and apprenticeship growth

8. Coordinate the Apprenticeship Team to utilise strategic industry relationships to develop new business opportunities, whilst developing a share of the individual relationships.
9. Collect, share and coordinate information on workforce gap analyses; report on evidence available to predict future demand for key skills and qualifications.
10. Working closely with relevant academic colleagues, support employer engagement in the creation of new curriculum and teaching approaches to align with employer needs, where relevant.
11. Identify opportunities to engage with stakeholders in the development and design of future skills apprenticeship provision.
12. Work closely across the university with the School and Department Apprenticeship Leads to develop recruitment plans for new courses, apprenticeship opportunities and develop clear learner pathways to encourage repeat engagement with the university.
13. Working with colleagues in Marketing and External Engagement to develop a PR and stakeholder communications campaign to highlight the university's commitment to the regional economy through the delivery of apprenticeships.
14. Achieve set recruitment targets for new and existing apprenticeship programmes and report on impact to relevant senior leaders and committees.
15. Liaise with colleagues to follow up interest from initial employer meetings and enquiries.

Person Specification

Essential Criteria	Application Form / Support Statement / Interview
1. First degree or equivalent relevant experience.	Application Form / Support Statement
2. Proven experience of sustainably growing apprenticeship provision, student numbers and revenue	Application Form / Support Statement / Interview
3. Experience leading business development in a large, complex organisation.	Application Form / Support Statement / Interview
4. Experience managing senior teams and delivering results through others.	Application Form / Support Statement / Interview
5. Skills in strategic planning and target setting, with a focus on measurable outcomes and impact.	Application Form / Support Statement / Interview
6. Proven experience and successful track record in developing strategic partnerships with the public and private sector that generate commercial income.	Application Form / Support Statement / Interview
7. Demonstrable experience of liaising with executive level colleagues in large organisations and/or local authority and industry sectors to generate opportunities for business growth.	Application Form / Support Statement / Interview
8. Proven experience of working with businesses to identify need and generate competitive costings and compelling proposals and programmes of work.	Application Form / Support Statement / Interview
9. A proven track record of working to and exceeding performance and income related targets and KPIs within a short project timescale.	Application Form / Support Statement / Interview

10. Experience of apprenticeship levy use and apprenticeship sales targets.	Application Form / Support Statement / Interview
11. Experience of working to support the development of employment focused curricula.	Application Form / Support Statement / Interview
12. Significant experience of stakeholder engagement and ability to manage complex relationships.	Application Form / Support Statement / Interview
13. Good understanding of the broad principles underpinning workforce planning associated with Strategic Economic Plans.	Interview
14. Excellent understanding of marketing for higher education and student recruitment.	Interview
15. Broad knowledge and understanding of the policy and political frameworks workforce development in the UK.	Interview
16. Understanding of policies associated with Higher Education and Apprenticeships.	Interview
17. Excellent interpersonal, influencing and negation skills.	Interview
18. Excellent verbal and written communication skills.	Interview
19. Flexible, with the ability to prioritise and manage change.	Interview
20. An ability to inspire confidence and build rapport with all stakeholders.	Interview

- Application Form – assessed against the application form. Normally used to evaluate factual evidence e.g. award of a qualification. Will be assessed as part of the shortlisting process.
- Cover Letter & CV - applicants are asked to provide a statement to demonstrate how they meet the criteria, and may reference their CV. The response will be assessed as part of the shortlisting process.
- Interview – assessed during the interview process by either competency-based interview questions, tests, work-related exercise, presentation and discussion, or teaching session etc.