



Unlocking potential, changing lives

Job Title	Business Innovation Lead
Location	Skipton, multi site
Rate of pay	Craven College Harmonised Scale
Post No	B283

JOB PURPOSE

The Business Innovation Lead is responsible for leading and delivering the College's employer engagement and business development strategy, driving growth in apprenticeships, commercial training, and employer-led provision.

The postholder will line manage the Business Innovation Officers, ensuring effective delivery of employer engagement activity, and will be accountable for performance against income, engagement, and partnership college Key Performance Indicators.

Craven College aspires to be a leading college in digital education, and all business support staff are expected to possess the digital competencies relevant to their role. Staff are required to undertake continuing professional development to ensure their digital skills are up-to-date and aligned with the efficient and effective delivery of college services.

KEY RESPONSIBILITIES

This job description is a guide to the duties you will be expected to perform immediately on your appointment. These may change in the future in line with the strategic direction and development of the College.

- Lead the development of the college's employment engagement and business development with employers, sector bodies, local authorities, and stakeholders.
- Identify new business opportunities for apprenticeships, commercial training, and develop a bespoke employer-led provision.
- Work with Heads of Department, to align curriculum demand and employer provision
- Promote the College as a trusted training provider, ensuring provision meets employer and labour markets needs in line with local skills priorities.
- Attend employer forums, networking events, careers/apprenticeship fairs, and sector meetings to promote and raise the college profile across the region.
- Respond to employer enquiries and convert leads into bespoke curriculum engagement.
- Development employer-led curriculum offers supporting tailored training solutions.
- Contribute to growth plans and targets within agreed funding and compliance frameworks.





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- Ensuring that all industry placement opportunities taken up by students conform to the necessary safeguarding and health and safety requirements of the college, and that employers are aware of their obligations as regards student welfare.
- Provide insight to curriculum and Heads of Department on employer demand and emerging skills needs.
- Contribute to marketing and promotional activity, including case studies, employer testimonials, and events.
- Contribute to and maintain accurate and up-to-date management information systems (e.g. Pro-solution, Pro Monitor and GroFar) to log student and placement information and provide regular management reports.
- Maintain accurate records of employer communications using relevant IT systems which contribute to the college's work to maximise business opportunities.
- Develop and maintain high levels of organisation and keep detailed records of interactions with students and their progress with regard to industry placement.
- Contribute to continuous review of the quality of placement provision.
- Operate a flexible working pattern in accordance with the requirements of the role.
- Maintain continued professional development in areas related to the post.
- Take a positive approach to personal staff development, identifying appropriate training and development opportunities to enhance individual skills and knowledge and undertake any relevant training identified by the Corporation as necessary and important for the role.
- Carry out any other duties deemed appropriate including supporting the wider College Teams with activities. There will be an expectation that the post holder will support student recruitment which includes a proportionate amount of Interview, Information and Open Evenings.

This job description and person specification is current at the date of issue. Changing organisational needs may require the job description to change, within reason, after prior consultation with the post holder.





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PERSON SPECIFICATION

The person we are hoping to appoint will meet all the following essential requirements and some or all of the desirable requirements.

Essential Requirements

- Qualified to level 3;
- Experience in business development, sales, account management, or employer engagement.
- Strong understanding of employer needs and customer-focused service delivery.
- Excellent communication, negotiation, and relationship-building skills.
- Willingness to travel and attend events outside normal working hours where required.
- Highly competent with a range of IT software;
- Experience of providing administrative support;
- Ability to set up and maintain effective administration and monitoring systems to include records and data;
- Ability to interpret and follow complex procedures and guidelines;
- Excellent interpersonal skills including a pleasant telephone manner and face to face contact;
- Ability to liaise at a high level with external bodies and represent the College's interests;
- Ability to provide full and accurate information in a clear and non-confrontational manner;
- Good organisational skills with the ability to co-ordinate multiple activities;
- Ability to work to a consistently high standard under pressure and to pre-determined deadlines;
- Willingness and ability to work on own initiative with minimal supervision;
- A full clean driving licence and the use of a car.
- Ability to effectively use digital tools and platforms. Staff are required to undertake continuing professional development to ensure their digital skills are up-to-date and aligned with the efficient and effective delivery of college services or willing to work towards.

Desirable Requirements

- Experience within Further Education, skills, apprenticeships, or training sectors.
- Knowledge of apprenticeship funding, adult education funding, or commissioned contracts.
- Understanding of labour market intelligence and local/regional skills priorities.
- Experience of working with SMEs and large employers





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CONDITIONS

A full enhanced disclosure check via the Disclosure & Barring Service will be required for this post





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VISION, MISSION AND VALUES

Vision: To be exceptional in everything that we do
Mission: Proudly serving our communities by delivering high quality education and training
Strapline: Unlocking potential, changing lives

Values:

We are 'One College, One Team' working together in a respectful and considerate way to achieve our Vision and Mission

Our core values underpin our conduct and our decision-making

- 1.0 We are ambitious for our students and staff, striving for excellence in all we do
- 2.0 We act with integrity and build trust through respectful, consistent, transparent and ethical behaviours
- 3.0 We take responsibility and ownership for our actions and decisions. We hold ourselves and each other to account
- 4.0 We value professional curiosity and creativity seeking out new knowledge, ideas and embracing change to drive our progress

If you have not heard from us within 28 days of the closing date on this occasion you have not been shortlisted. Please feel free to apply for future roles as appropriate.

If you experience any difficulties in accessing any employment information or completing the College application form, please contact Human Resources HR@craven-college.ac.uk

