



## About the Association of Colleges

At the heart of every community should be a strong and successful college, supporting students, delivering skills, transforming communities, promoting social justice, working with employers, and growing the economy.

Association of Colleges is the national voice for further education, sixth form, tertiary and specialist colleges in England. We are a not-for-profit membership organisation established by colleges, for colleges. Our members make up almost 95% of the sector - transforming 2.2 million lives each year.

Acting as the collective voice, we represent and promote the interests of colleges, and provide our members with high-quality professional support services, including training, events and recruitment.

The AoC group also includes: **AoC Services** - supporting all colleges to be great colleges by delivering high quality and cost-effective further education events, training and development, executive recruitment, interim management and strategic consultancy services; **AoC Jobs** - the first and only stop for anybody looking for a new job in further education; **AoC Sport** - leading the development of sport and physical activity in 16+ education; and **AoC Charitable Trust** - promoting the very best in FE with some of the biggest and most respected awards in education, including the AoC Beacon Awards, AoC Gold Awards, and Student of the Year.

## JOB DESCRIPTION

### Job Title: Senior Business Development Manager

<b>Job Purpose:</b> To manage business development activity across the AoC to deliver a coherent approach to income generation. This includes actively sourcing and applying for project funding, which is in line with the organisation's strategic plan and sector priorities. To work with key stakeholders to build and maintain strategic partnerships and be responsible for sponsorship and commercial partnerships.	
<b>Department / Directorate</b>	Business Development / Professional Services
<b>Business Unit</b>	AoC
<b>Reports To</b>	Head of Business Development
<b>Role Level</b>	Management
<b>Contract Type</b>	Permanent / Full Time

<b>Work Location</b>	Homebased Hybrid-worker with occasional travel depending on business needs.
<b>People Management</b>	<b>Direct Reports: 1</b> <b>Indirect Reports: 0</b>
<b>Monetary and Risk Responsibility</b>	<b>Budget:</b> Responsibility for developing project budgets up to a value of £2 million. <b>Budget/Revenue Generation:</b> To generate income, in excess of targets set by the AoC Board by sourcing income opportunities across AoC. <b>Risk Management:</b> Ensuring the organisation and any projects, events or commercial partnerships are not at risk in accordance with the project or department register, including reputational and financial risk.
<b>External Key Contacts</b>	Relevant staff at funding bodies and government agencies, as well as stakeholders including sponsors, strategic partners, college Principals, Directors, and Managers.
<b>Internal Key Contacts</b>	Senior Leadership Team, National and Regional Directors and Managers, Finance Team.

## Key Accountabilities & Responsibilities

1. Work with the Head of Business Development to deliver a consistent approach to business development, income generation and partnership working across the organisation, in line with AoC's strategic plan.
2. Responsible for sourcing, applying for and securing project funding for activities across the organisation that:
  - a. are in line with AoC's strategic plan and sector priorities; and
  - b. meet the financial target set by the AoC Board.
3. Manage the full tender process, with responsibility for writing applications and tender response documents, completing budgets and meeting funder due diligence requirements.
4. Maximise commercial growth opportunities across AoC by identifying existing commercial assets and supporting the creation of new opportunities including assessing the financial viability, risks, benefits, operational and resource requirements of new and existing services.

5. Engage and build strong relationships with external stakeholders and delivery partners. Identify relevant partners, sponsors, and funders to generate sustainable income for AoC including AoC Sport, the Charitable Trust and AoC Services.
6. Provide regular reports on the status of business development and partnership opportunities.
7. Work with staff in the Projects team to ensure high quality implementation from funding application to project delivery. Review project outcomes and impact and feed these into future bidding activity.
8. Build collaborative internal relationships, consulting with senior colleagues to assist with identifying new funding streams and partnerships.
9. Carry out weekly searches of funding opportunities to ensure all relevant leads are identified early. Develop a pipeline of opportunities which support the team to meet financial targets in the years ahead.
10. Develop and maintain a thorough understanding of the further education sector priorities.
11. Full line management responsibility for people, including planning resource needs, recruiting, and training staff, and developing team members to maximise their full potential.
12. Set up budgets for projects and develop pricing for commercial assets.
13. Meet with external funders and partners and attend sector attend networking events.
14. Any other duties that may reasonably be requested by the Head of Business Development.

# PERSON SPECIFICATION

The following details the essential criteria for the role and how these will be assessed/ measured during the recruitment process. *Key:* A = Application; I = Interview; T = Test

Education/ Qualifications/ Professional Bodies	Assessment
GCSE English grade C and above, or grade 4 and above or equivalent	A
ESA sponsorship sales certificate or similar (or willingness to undertake training once in post)	A
Prince2 or similar professional qualification in structured project delivery technique, or willingness to work towards this qualification	A
<b>Knowledge, skills, ability and experience</b>	
Experience of working in the further education and skills sector with a strong understanding of public sector operating models	A / I
A proven ability to build relationships with key decision-makers, secure external funding, and drive income generation	A / I / T
Excellent verbal and written communication skills, including expertise in funding applications, report writing, and confident presentations	A / I / T
Experience in effectively managing people, including setting clear objectives, providing guidance and support, fostering professional development, and ensuring team productivity and engagement	A / I
Strong relationship management skills with a collaborative approach to teamwork and idea generation	A / I
A strategic mindset with financial and commercial awareness and the ability to generate and identify business opportunities and solutions	A / I / T
Effective time management skills with the ability to meet deadlines, maintain accuracy under pressure, and solve problems creatively	A / I
Computer confident, good skills and knowledge of Microsoft Word, Outlook, Excel and PowerPoint, and Customer Relationship Management (CRM) system (or the ability to pick them up quickly)	A / T
Demonstrates respect for equality and diversity and works to actively promote an inclusive work environment and good working relationships among colleagues	A / I

## Acknowledgement

This job description has been designed to indicate the general nature and level of the work performance by employees within this post. It is not designed to contain or be interpreted as a comprehensive inventory of all duties, responsibilities and qualifications / experience required by employees assigned to the role. These may be subject to future amendments following appropriate consultation.