

Job Description

(This is a description of the job as it is as present constituted. It may be necessary, from time to time, to update job descriptions to ensure that they relate to the job as then being performed. Therefore, management reserve the right to make changes to your job description, commensurate with your grade/level in the organisation, after consultation with you).

Post Title:	Head of Distance Learning (Group)
Post Reference:	
Reports to:	Vice Principal Partnerships & Commercial (Group)
Responsible for:	Programme Lead / Trainer Assessors
Department:	Distance Learning / Partnerships & Commercial Directorate
Grade:	39-42
Contract:	Fulltime, Permanent
Location:	Any College campus

OVERALL PURPOSE

In line with the college group's Strategic Plan, the post-holder will lead the development and implementation of the group's distance learning strategy and delivery plans. They will operationally lead and manage the centralised distance learning function and lead the development of new distance learning provision across the college group's curriculum areas in line with need and demand.

The post-holder will be commercially responsible for securing an increased market share in distance learning provision and growth in the funded and full cost income generated through the college group's delivery of high quality distance learning provision.

ROLE PURPOSE

- Lead the development and implementation of the college group's strategy and delivery plans for distance learning.
- Provide effective strategic leadership and operational management of the college group's centralised distance learning function to meet/exceed quality and income targets.
- Lead the development and delivery of a responsive, high quality distance learning offer across the college group to meet identified needs and demand.
- Develop, implement and manage a well-defined, end-to-end business (B2B) and learner (B2C) journey for distance learning.
- Maintain appropriate continuing professional development and undertake other general aspects of role.
- Undertake any other duties as may be deemed to be commensurate with the grade of the post.

KEY ACCOUNTABILITIES

Lead the development and implementation of the college group's strategy and delivery plans for distance learning

- Work with the Vice Principal Partnerships & Commercial (Group), Associate Principals, Group Director of Marketing & Engagement and Faculty Directors in developing and implementing the college group's strategy for distance learning.
- Provide positive leadership and management across the distance learning remit by creating and contributing to a dynamic, supportive and innovative environment that encourages commitment to the achievement of high standards and performance.
- Ensure regular and systematic market and competitor analysis is undertaken to inform the development and implementation of the college group's distance learning strategy.
- Develop and sustain relationships with national, regional and local agencies and other key stakeholders including employers to create sustainable, mutually beneficial partnerships.
- Report regularly to the Vice Principal Partnerships & Commercial (Group), the Executive and Senior Leadership Teams, and Governors on performance of the college group's distance learning provision in line with the agreed strategy, delivery plans and key indicators.

Provide effective strategic leadership and operational management of the college group's centralised distance learning function to meet/exceed quality and income targets

- Work with Vice Principal Partnerships & Commercial (Group), Associate Principals, Faculty Directors and Group Director of Marketing & Engagement to agree annual targets for funded and full cost distance learning income.
- Lead and manage the college group's centralised distance learning function, including line and functionally managing direct reports – the Programme Lead and team of Trainer / Assessors – whose focus is upon improving all aspects of the quality of distance learning provision.
- Lead the development of the curriculum plan for the college group's centralised distance learning function on annual basis.
- Ensure the centralised distance learning function is effective, efficient and measured against key performance indicators.
- Drive the performance of the centralised distance learning function, ensuring the effective implementation and monitoring of plans to meet/exceed quality measures and funded and full cost income targets.
- Work with the Group Director of Marketing & Engagement and Head of Business Development (Group) to develop and implement well targeted marketing and business development plans.
- Build, maintain and monitor a strong sales pipeline of prospective distance opportunities and work closely with any external business support services and employer bodies to ensure the college group's market reach is extended.
- Develop and manage commercial relationships with referral agencies which add value to the college group's distance learning marketing and business development activities.
- Identify, negotiate and secure new funded and full cost distance learning contracts through producing proposals, delivering presentations and agreeing contracts.

Lead the development and delivery of a responsive, high quality distance learning offer across the college group to meet identified needs and demand

- Utilise market and competitor analysis to identify new market opportunities for distance learning in line with the college group's areas of specialism/expertise.
- Work with Associate Principals and Faculty Directors to agree priorities for the development of new and expansion of existing distance learning provision.
- Work with centralised distance learning function and the Faculty Directors, Curriculum Managers and the Learning Innovation team to support the development of new, and enhance the existing, distance learning provision.

- Lead the promotion and implementation of effective teaching, learning, assessment and support across the distance learning provision to ensure that learners are engaged and supported, and that learners progress.
- Ensure that teaching, learning and assessment practices provide a high-quality distance learning experience that leads to outstanding progression, achievement and destinations for all learners.
- Contribute to the design and development of innovative distance learning programmes and the teaching, learning, assessment and support approaches within them.
- Work closely with the Associate Principal for Quality and the allocated QTLA Manager for distance learning on quality assurance, standards and the enhancement of the college group's distance learning provision.
- Be responsible for the quality assurance of the distance learning function's programmes and coordinate appropriate responses to external reports, student feedback, and key quality indicators.

Develop, implement and manage a well-defined, end-to-end business (B2B) and learner (B2C) journey for distance learning

- Develop and implement effective procedures, processes and practices to support a seamless end-to-end business and learner journey for distance learning and ensure these are adopted across the college group.
- Ensure all members of staff engaged in supporting and delivering distance learning work to the agreed procedures, processes and practices in order to provide an outstanding client/learner experience.
- Maintain high levels of customer service (internally and externally) and exceed customer expectations through the effective implementation of the 'client/learner journey' within the distance learning function and across all other curriculum areas.
- Regularly review and revise the 'client/learner journey' ensuring it is well supported by appropriate procedures, processes and practices.
- Utilise college group systems to effectively monitor the progress of learners on distance learning programmes and report against agreed quality indicators.
- Utilise the college group's CRM system to record interactions/activities with prospective and existing clients and to monitor and report against agreed key performance indicators.

Maintain appropriate continuing professional development

- Demonstrate a commitment to high quality distance learning by serving as a role model; by leading staff development initiatives within the college group and beyond; and, by pursuing professional development opportunities appropriate to the role.
- Maintain an up-to-date knowledge of policy, funding and quality developments in relation to distance learning, whether Government funded or commercial provision.
- Maintain an expert knowledge of the distance learning offer and ensure this knowledge and expertise is developed across other relevant areas of the college group.
- Maintain appropriate continuing professional development and mandatory training.

Undertake any other duties as may be deemed to be commensurate with the grade of the post

- Undertake such other duties as are reasonably allocated either permanently or from time to time.
- Work at any of the College sites on a temporary or indefinite basis and ensure compliance with college policies and procedures.
- Have due regard and take appropriate responsibility for PREVENT and the safeguarding and promotion of the welfare of children and/or vulnerable adults.
- Uphold British Values, the college group's values and responsibilities with regard to equality and diversity.
- Understand and adhere to college group Health and Safety policies and guidelines ensuring compliance with statutory legislation.

- Maintain appropriate professional behaviours and attitudes.

PERSON SPECIFICATION – Job Title
Post Reference:

	Essential	Desirable	ASSESSMENT METHOD			
			Certificate	Application Documents	Reference	Selection Process
Qualifications						
Degree or equivalent higher-level qualification	✓		✓			
Evidence of continuing professional development	✓			✓		
Relevant management qualification	✓		✓			
Experience						
Experience of leading the delivery of exceptional levels of customer service, particularly in remote settings (online etc.)	✓			✓		
Experience of leading curriculum and/or support provision in an education or training setting		✓		✓		
Significant experience of distance learning or online training	✓			✓		
Significant experience in leading and managing a team to achieve stretching targets	✓			✓		
Demonstrable experience of business development, marketing and sales and in achieving individual targets	✓			✓		
Strong track record of writing proposals/tenders for new business and delivering impactful pitches to secure the business	✓			✓		
Experience of using a CRM system (or equivalent means) to track enquires through to conversion		✓				✓
Skills and Understanding						

	ASSESSMENT METHOD						
	Essential	Desirable		Certificate	Application Documents	Reference	Selection Process
Ability to manage multiple concurrent priorities	✓				✓		
Ability to communicate and interact at all levels	✓				✓		
Exemplary communication skills	✓				✓		
Strong analytical skills	✓				✓		
Possess sound written and verbal communication skills, and a high level of numeracy	✓				✓		
Ability to operate effectively as an individual and team player	✓				✓		
Ability to communicate and build strong relationships with a diverse range of staff across college curriculum and support departments	✓				✓		
Personal Attributes							
Suitable to work with children and young people	✓			✓ Criminal records check via DBS	✓	✓	✓
Ability to work under pressure and to strict deadlines	✓				✓		
Flexible and adaptable approach	✓				✓		
Team worker	✓				✓		
Drive and enthusiasm	✓				✓		
Relates well to all stakeholders	✓				✓		
Diplomacy skills (difficult situations/constructive feedback)	✓				✓		
Confidence in dealing with conflict	✓				✓		
Ability to act professionally at all times and uphold the college's values.	✓				✓		
To take appropriate responsibility for PREVENT and the safeguarding and promotion of the welfare of children and/or vulnerable adults.	✓				✓		✓
To uphold British Values, the college values and responsibilities with regard to equality and diversity.	✓				✓		✓

				ASSESSMENT METHOD			
	Essential	Desirable		Certificate	Application Documents	Reference	Selection Process
To understand and adhere to college Health and Safety policies and guidelines ensuring compliance with statutory legislation.	✓				✓		