



SWINDON
BOROUGH COUNCIL

Role Profile

Job Title: Education Business Development Officer	Role Profile Number: PCDN73
Grade: M	Date Prepared: February 2020
Directorate/Group: Education	Reporting to: Education Business Development Manager
Structure Chart attached:	

Job Purpose

- Support the development and implementation of a full traded offer across education, meeting income targets and improving the quality and range of support available to education providers including early years, primary, secondary and post 16.
- Lead the event management of conferences, annual awards ceremony and training associated with the education traded offer
- Engage with a range of education providers to promote and sell traded packages of support

Key Accountabilities

- Lead the marketing and promotion of a full traded offer across education.
- Lead the development and implementation of an intuitive online platform to allow for online orders, bookings and payments from customers
- Lead and manage market research both locally and nationally to ensure packages developed in Swindon are attractive and competitive to providers.
- Develop understanding of complex education policy; recognising challenges locally and nationally to ensure support packages are appropriate to the needs of providers.
- Work with the internal communications team to design a campaign to launch the new offer and then continue to promote the service to increase uptake and maximise income generation.
- Build relationships with education providers across Swindon, regionally and nationally to achieve targets in relation to the income generated through traded offer.
- Identify national opportunities to promote the offer, ensuring Swindon has a noticeable presence at key events and becomes a recognisable provider of high quality education services.
- Support the planning and co-ordination of a regular timetable of workshops and conferences in Swindon. Work with strategic partners to book high quality venues to ensure events delivered are to a professional standard.
- Ensure services delivered are to a high standard to achieve a increased take up of the traded offer to generate an income into the department to future proof the service.

Supplementary Accountabilities

- Additional ad hoc tasks as required across the Early Years and Childcare service as required.

This job description is intended as a general guide to the duties of the post and is not inflexible. It may be altered from time to time to reflect the changing needs of the organisation in consultation with the post holder.

Knowledge & Experience

Candidates must have substantial knowledge and experience in the following areas of business and will be required to provide evidence of this:

- Substantial experience of developing synergies and partnerships within an organisation and with external partners in order to ensure high quality and best price
- Commercial acumen to ensure ambitious income targets are met
- Demonstrable evidence of successful innovative approaches, problem solving and effective decision-making.
- Experience and evidence of being able to influence partners to commission and or provide services in a different way in order to achieve agreed outcomes.
- Understanding and experience of using project management methodologies.
- Strong verbal and written communication skills.
- A good understanding of the data and evidence base required for a strategy and the ability to demonstrate good analytical skills.
- Demonstrable evidence of working with providers, nurturing relationships, providing challenge and promoting successful change.
- Innovative and able to recognise and develop the potential for doing things differently.

Qualifications

- Post graduate degree level or substantial previous relevant experience.

Decision Making

- Ability to prioritise workload
- Ability to act on information and communicate with the appropriate stakeholders

Creativity and Innovation

- Ability to identify changes in existing procedures to make a positive difference.

<p><u>Job Scope</u></p> <p>Number and types of jobs managed</p> <ul style="list-style-type: none"> • • <p>Typical tasks supervised/allocated to others</p> <ul style="list-style-type: none"> • 	<p>Budget Holder Responsibility</p> <p>Asset Responsibility:</p>	<p>No</p> <p>.</p>
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Contacts and Relationships

(how the role relates to the work of others i.e. officers, groups, committees, general public, members, partner organisations, internal and external contacts of the council)

- This role involves contact with senior managers within SBC and the wider partnership including education and childcare providers, finance planning and learning and development colleagues through meetings and project groups to ensure agreement of strategies and approaches. For example direct contact with Head teachers, senior management team within private providers and national training providers
- The role will involve working with the ESFA, DfE and other Local Authorities on a National and Regional basis.
- The role will involve representing SBC on a national scale at key events

Values and Behaviours

We strive to underpin our culture of being ‘At our Best’ through strong management and authentic leadership. This means getting the management basics right. We own and demonstrate accountability, both individually and collectively, and aim to get things right first time. Building on this we also expect everyone at SBC to demonstrate and live our organisational values and behaviours, by displaying:

- Accountability at all levels
- Customer care and pride in what we do
- Continuous learning and evaluation
- Valuing one another and the contribution each of us makes

Other Key Features of the role (working environment / emotional / conditions i.e. regular outside work, unpleasant or hazardous conditions, practical demands such as standing, carrying or working in constrained positions, potential verbal abuse and aggression from people, or risk of injury)

- Ability to travel across the Borough and where necessarily nationally to attend external meetings and events
- Occasional need to attend meetings outside of normal working hours

Employee Signature:	Print Name:
Date:	
Line Managers Signature:	Print Name:
Date:	