Head of Business Development
Role Description

About the role

The Head of Business Development is a strategic commercial leadership post within the Employer Partnerships structure, responsible for shaping regional workforce strategy, driving commercial growth, and securing high-value employer partnerships across South Yorkshire and North Nottinghamshire.

Blending strategic vision with hands-on operational sales, the post holder leads market intelligence analysis, sector alignment, and strategic account acquisition while directly driving sales activity and pipeline conversion with key regional employers and SMEs.

Leading a high-performing team of Skills Consultants, the post holder ensures robust CRM governance, strategic sales planning, and accountability to achieve ambitious revenue targets aligned with the RNN Group Stakeholder Engagement Strategy 2026–2030 and Local Skills Improvement Plans (LSIPs).

Main Duties

- Strategic Commercial Planning & Pipeline Management: Lead regional sales strategy and operational market planning, driving end-to-end pipeline governance, account expansion, conversion tracking, and high-value revenue performance across key regional employer accounts, SMEs, non-academy levy clients, and inbound commercial leads.
- Strategic Team Leadership & Performance Culture: Direct, inspire, and performance-manage a team of sector-focused Skills Consultants; establish strategic sales targets, rigorous KPIs, and coaching frameworks across apprenticeships, commercial short courses, adult skills provision, and work placements.
- Key Regional Employer Engagement & Sales Delivery: Maintain direct operational sales activity and strategic relationship management with key regional employers, holding personal accountability for securing major apprenticeship accounts and driving high-impact commercial training delivery.
- Strategic Market Intelligence & Sector Growth: Analyze macroeconomic trends, regional labor market intelligence, and skills requirements (including DTEC employer engagement) to formulate targeted market penetration strategies across construction, engineering, health, social care, and emerging green/technical industries.
- Cross-Departmental Strategy & Employer Experience: Partner strategically with senior internal stakeholders, including the Head of Future Ready and the Employer Academy Lead, to align strategic workforce planning, rationalize employer intelligence, prevent client duplication, and ensure a seamless, high-value employer journey.
- Operational Compliance & Quality Governance: Oversee the operational and compliance output of the Recruitment and Enrolment Officers, ensuring all sales documentation, apprenticeship contracts, levy reservations, and onboarding lifecycles adhere strictly to ESFA compliance, funding regulations, and internal quality frameworks.
- CRM Strategy, Analytics & Executive Reporting: Drive CRM optimization, employer segmentation, and predictive pipeline reporting; provide executive-level dashboards and commercial analytics to the Director of Business Development and Apprenticeships to guide strategic decision-making.

- Quality Standards & Regulatory Compliance: Embed Group quality standards, data protection protocols, and safeguarding regulations across all employer engagement, account management, and student placement operations.

Role Objectives

- Execute high-impact commercial strategy to drive sustainable revenue growth and market share across apprenticeships, adult skills, and commercial training.
- Maintain active operational sales activity with key regional employers to consistently achieve personal new business apprenticeship and commercial delivery targets per academic year.
- Provide strategic direction and rigorous performance management to empower the Skills Consultant team to exceed collective sales, levy acquisition, and commercial short course income targets.
- Ensure 100% data integrity, transparent pipeline reporting, and full ESFA compliance across all commercial accounts and onboarding lifecycles.
- Position RNN Group as the premier strategic workforce partner of choice for regional key employers, SMEs, and levy-paying organizations across South Yorkshire and North Nottinghamshire.

Challenges

- Navigating shifting government policy and changing apprenticeship funding/levy rules while expanding commercial and adult-funded offers.
- Balancing high-volume transactional sales activity with strict regulatory compliance and paperwork accuracy.
- Motivating and managing a target-driven sales team operating across diverse economic sectors with varying funding landscapes.
- Aligning commercial lead pipelines with internal curriculum capacity constraints and delivery planning schedules.

Your role in the department

As the Head of Business Development, you sit as a senior commercial manager within the Employer Partnerships Team, reporting directly to the Director of Business Development and Apprenticeships. You lead the proactive outbound sales channel, managing the Skills Consultants and Recruitment and Enrolment Officers, while operating in complementary partnership with the Employer Academy Lead to cover the full spectrum of SME and strategic employer engagement.

Our Vision and Values

You will work with us to achieve our organisational vision of 'Leading innovation and skills in our communities'.

You will embed and live our values in all that you do:
We are inclusive

- We put students and staff at the heart of everything we do
- We work to overcome social injustice
- We treat everyone fairly and celebrate our differences
- We create an environment that is supportive and accessible for all

We have integrity

- We conduct ourselves professionally at all times
- We demand honesty and trust from all people that work with us
- We listen
- We respect and value all individuals

We are One Team

- We empower our staff
- We are one team committed to going the extra mile
- We are accountable for our actions
- We have fun and enjoy being at work

We deliver

- We are passionate about delivering excellent quality & service
- We are innovative and bold
- We deliver through working together
- We build resilience and overcome challenges

Commitment to Safeguarding and Equality, Diversity and Inclusion

RNN Group places the health, safety and wellbeing of students and staff at the forefront of all its operations and is committed to creating and maintaining an environment that promotes effective safeguarding practice.

RNN Group has a statutory and moral duty to ensure that the business functions with a view to safeguarding and promoting the welfare of children, vulnerable adults and young people studying.

The post holder will therefore be required to commit to the Safeguarding for all policy and will have a shared responsibility to promote a safe environment for children, vulnerable adults and young people learning within any of the business sites.

All posts are subject to a Disclosure and Barring Service check.

We would expect the post holder to be responsible for the Safeguarding of learners within their area and across the organisation including:

- Ensuring compliance with procedures for the protection of children and vulnerable adults
- Making certain of compliance with any guidance on Safe working Practice
- Being alert to any indication or allegation of abuse and take appropriate action under the appropriate procedures

RNN Group is very proud to be viewed as being an Inclusive College. We have Investors in Diversity recognition for the work we have undertaken. We actively work to advance Fairness, Respect, Equality, Diversity, Inclusion and Engagement (FREDIE) and eliminate any form of discrimination in line with our College Mission, Values, Culture, Policies and Procedures and in compliance with The Equality Act 2010. You will also be committed to a policy of equal opportunity of treatment to all students, staff, clients, and members of the public, regardless of any protected characteristics. We are proud to be part of the Disability Confidence Scheme.

Commitment to Data Protection

The RNN Group takes data protection seriously and has a statutory and moral duty to ensure the security of the personal data collected by the Group, the post holder will be expected to have a knowledge of keeping personal data safe including:

- Ensuring compliance with the data protection policy
- Ensuring compliance with the subject access request policy
- Reporting any data breaches or data security concerns to the Information Governance and Assurance team

Requirement for flexibility and updating of the role description

You will be required to carry out duties as maybe commensurate with the post which do not change the character or purpose of the post which are necessary to maintain high quality standards of business practice.

Duties must be carried out in strict compliance with all policies including, but not limited to; equality and diversity, health and safety, quality assurance and Data Protection.

Terms and Conditions – Support Management Staff

The terms and conditions for the role are as follows:

Salary: Spine Point 40
Pension: Automatic enrolment to the South Yorkshire Pension Scheme
Holidays: 29 days per annum plus bank holidays

Head of Business Development
Role Specification

AF-Application Form I–Interview R–Reference CQ–Certificate of Qualification

Personal Skills Characteristics	Essential	Desirable	Method of assessment	Shortlisting Criteria
1. Experience				
Proven track record in strategic business development, commercial leadership, and regional workforce planning within Further Education, training providers, or corporate B2B environments.	✓		AF,I,R	✓
Demonstrated ability to balance strategic commercial planning with direct operational sales execution and key employer relationship management.	✓		AF,I,R	✓
Proven track record of managing and coaching target-driven sales teams to consistently exceed commercial revenue, levy acquisition, and recruitment KPIs.	✓		AF,I,R	✓
Experience in SME market penetration, strategic account management, commercial pipeline governance, and ESFA/onboarding compliance.		✓	AF,I,R	✓
2. Qualifications				
Level 2 Literacy and Numeracy (or equivalent) e.g. GCSE C/4 or above	✓		AF,I,CQ	✓
First Aid at Work Qualification (or willingness to undertake) if required	✓		AF,I,CQ	✓
Degree or Higher-Level qualification in relevant subject	✓		AF,I,CQ	✓
3. Practical and Intellectual Skills / Knowledge / Abilities				
High-level strategic negotiation, executive stakeholder management, and consultative closing skills with key regional employers.	✓		I,R	
Deep understanding of FE funding, apprenticeship levy rules, adult funding streams, and commercial training markets.	✓		I,R	
Exceptional strategic commercial acumen, CRM analytics, pipeline modeling, and executive performance reporting skills.	✓		AF,I,R	✓
Strong leadership, coaching, and team performance management skills.	✓		I,R	
Ability to work flexibly, collaboratively, and constructively across cross-college departments.	✓		AF,I,R	
4. Disposition / Attitude				
Pleasant and helpful approach at all times	✓		I,R	
Work in a professional and confidential manner with a high degree of integrity and flexibility.	✓		I,R	
A commitment to safeguarding and promoting the welfare of children and young people receiving education and training	✓		I,R	
Able to work with and respect, personal or sensitive information and treat this data in confidence and accordance with the RNN Group Data Protection policy	✓		I,R	
Commitment to equality of opportunity, relevant to all students, staff, clients and members of the public, regardless of any such protected characteristic, harnessing the values of FREDIE throughout the Group	✓		I,R	
5. Training				
Willing to undertake any training connected with the post	✓		I,R	
Willing to undertake statutory training in connection with Safeguarding, Data Protection, Equality and Diversity and Prevent.	✓		I,R	
6. Other				

Personal Skills Characteristics	Essential	Desirable	Method of assessment	Shortlisting Criteria
Good sickness/attendance record in current/previous employment, college or school as appropriate, (not including absences resulting from disability)	✓		R	