


Title Commercial Learning Manager	Department Community Learning and Skills Service	Post Ref. (Hay Band C) (Temporary until 31 st July 2017)	
Job Purpose To manage the development of Inspire’s new Commercial Learning Offer, supporting the marketing, curriculum development, delivery and growth of full-cost and commercial learning provision across Inspire. Supporting the development of implementation of Inspire’s Commercial Learning offer, supporting the marketing, planning, location and evaluation of this new provision.			
Key Responsibilities <ol style="list-style-type: none">1. To develop, pilot coordinate, manage and deliver Inspire’s new Commercial Learning and full-cost recovery provision.2. To support the vision of a new, Inspire wide, Commercial Learning offer that successfully harnesses the creative expertise from across the organisation and supports colleagues to develop new provision to sell to learners with effective demand.3. To provide a distinctive, luxurious and extremely high quality Commercial Learning curriculum that is clearly differentiated from Inspire’s publicly funded learning provision.4. To develop Inspire’s new Commercial Learning provision that attracts high volumes of high fee paying individuals, by using a range of effective target market segmentation and analytical tools.5. Fostering links with local businesses and exploring the development of joint packages of Commercial Learning delivery.6. Ensuring that the learner experience on Inspire’s Commercial Learning provision exceeds expectations and delights participants.7. To deliver new learner numbers and repeat business in order to meet and exceed all Commercial Learning income and surplus generation targets8. To lead in the development of the curriculum under the Commercial Learning auspices.9. To recruit, select, induct and assess young people and adults leading to the design of their individual commercial learning.		Key Accountabilities <ol style="list-style-type: none">1. Management and coordination of the development, monitoring and evaluation of Inspire’s systems and procedures and quality assurance processes surrounding the effective development and delivery of Inspire’s new Commercial Learning and Full-Cost Recovery provision.2. Keeping up to date with new commercially exploitable provision, procedures and techniques across Inspire and specifically relating them to Inspire’s new Commercial Learning and Full-Cost Recovery provision.3. Managing delivery staff as appropriate.4. Managing the delivery venues for this provision including non-Inspire venues, and ensuring that the learners experience provision that delights them.5. To ensure that all Safeguarding, Prevent and EDI procedures are adhered to and relevant policies and guidelines are followed	

<ol style="list-style-type: none"> 10. To lead on the marketing and research to establish which commercial learning programmes to develop taking into account price, location, time and marketing channels and delivery options. 11. Providing learners with appropriate information, advice, guidance, and support. 12. Management responsibility for the quality of Inspire's commercial and full-cost recovery provision, including managing tutors and other delivery professionals as appropriate. 13. Responsible for providing appropriate statistics – and KPI data for Inspire's new Commercial Learning and full-cost recovery provision. 14. Managing the achievement of the income and surplus targets for Inspire's new Commercial Learning and Full-Cost Recovery provision. 15. To undertake peer assessment and internal verification where appropriate 16. To participate in personal development, outdoor and residential activities as identified in the learning programme 	
<p><i>The post holder will perform any duty or task that is appropriate for the role described</i></p>	
<p><i>Person Specification</i></p>	
<p><i>Education and Knowledge</i></p> <ol style="list-style-type: none"> 1. Hold or be working towards a relevant level 4 or above teaching qualification accredited by the QCA 2. Degree in a business related discipline or considerable relevant experience of successfully developing and leading Commercial Learning provision preferably in an FE environment 3. Assessor Qualification 4. GCSE A - C or equivalent in Math's and English and ICT qualification Level 3 5. Evidence of successfully developing and delivering a range of Commercial Learning and Full-Cost recovery programmes that exceeded learners' expectations. 6. Ability to manage a budget of up to £100,000p.a. 7. Ability to establish and exceed demanding KPIs and sales targets for Commercial and Full-Cost recovery learning. 8. Knowledge of safeguarding and Prevent policies and procedures 	<p><i>Personal Skills and General Competencies</i></p> <ol style="list-style-type: none"> 1. Set an excellent example of customer service for all stakeholders 2. Deliver consistently good or better lessons in line with the Common Inspection Framework 3. Manage a team (that will include colleagues from across Inspire who not direct reports, and potentially external delivery / support partners) to plan programme delivery and solve day to day problems 4. Set and exceed demanding income and surplus targets 5. Report on progress to senior managers 6. Continually work to drive efficiency and quality in an educational environment 7. Set challenging targets for themselves and their peers to increase performance 8. Ability to work on own initiative, organising and prioritising own work 9. Ability to embed maths, English and ICT up to level 2 into the curriculum 10. Be able to communicate effectively with a wide range of people.

<ol style="list-style-type: none"> 9. Knowledge of meeting the Common Inspection Framework and quality standards relating to learning an advantage 10. Awareness of health and safety issues and knowledge of health and safety legislation 11. Knowledge and understanding of Equal Opportunities policies and procedures and methods of widening participation in community learning 	
<p><i>Experience</i></p> <ol style="list-style-type: none"> 1. Experience of developing new successful Commercial Learning and Full-Cost recovery provision, of improving quality and income/surpluses from these new activities 2. Experience of working with young people and adults particularly in developing and delivering successful Commercial and Full-Cost recovery provision. 3. Experience of working with young people and adults with learning difficulties and disabilities 4. Experience of delivering and assessing accredited courses where appropriate 5. Experience of successfully gathering feedback and evaluating this to continuously improve the quality of the offer while operating within strict expenditure controls 6. Experience of and ability to plan, write, deliver and evaluate training sessions for Commercial Learning and Full-Cost recovery provision 7. Ability to effectively review, monitor and offer guidance and support to young people and adults 8. Experience of and ability to work on own initiative, organising and prioritising your own work 9. Effective use of ICT within a learning environment 10. Experience of effective communication with a wide range of people and internal and external stakeholders, including learners, employers, venue managers and tutors. 11. Experience of effective team working and knowledge of what makes a good team 12. Ability to work flexibly 	

Role Dimensions

1. To develop and deliver for young people and adults programmes of excellent Commercial Learning and Full-Cost recovery that successfully exceed learners' quality expectations and which meet and exceed income and surplus generation targets while commercially exploiting the rich range of Inspire services to create a highly desirable portfolio of programmes.