

## Job Description

### 1. JOB IDENTIFICATION

|                              |                                       |
|------------------------------|---------------------------------------|
| Post Title:                  | Director of Business Development      |
| Responsible to (Post Title): | Vice Principal, Skills and Enterprise |
| Date:                        | June 2026                             |
| No of Posts:                 | 1                                     |

### 2. PRINCIPAL JOB PURPOSE

As a member of the Senior Leadership Team, the Director of Business Development will be responsible for growing and diversifying income streams through expanding commercial, employer engagement, innovation, and partnership opportunities.

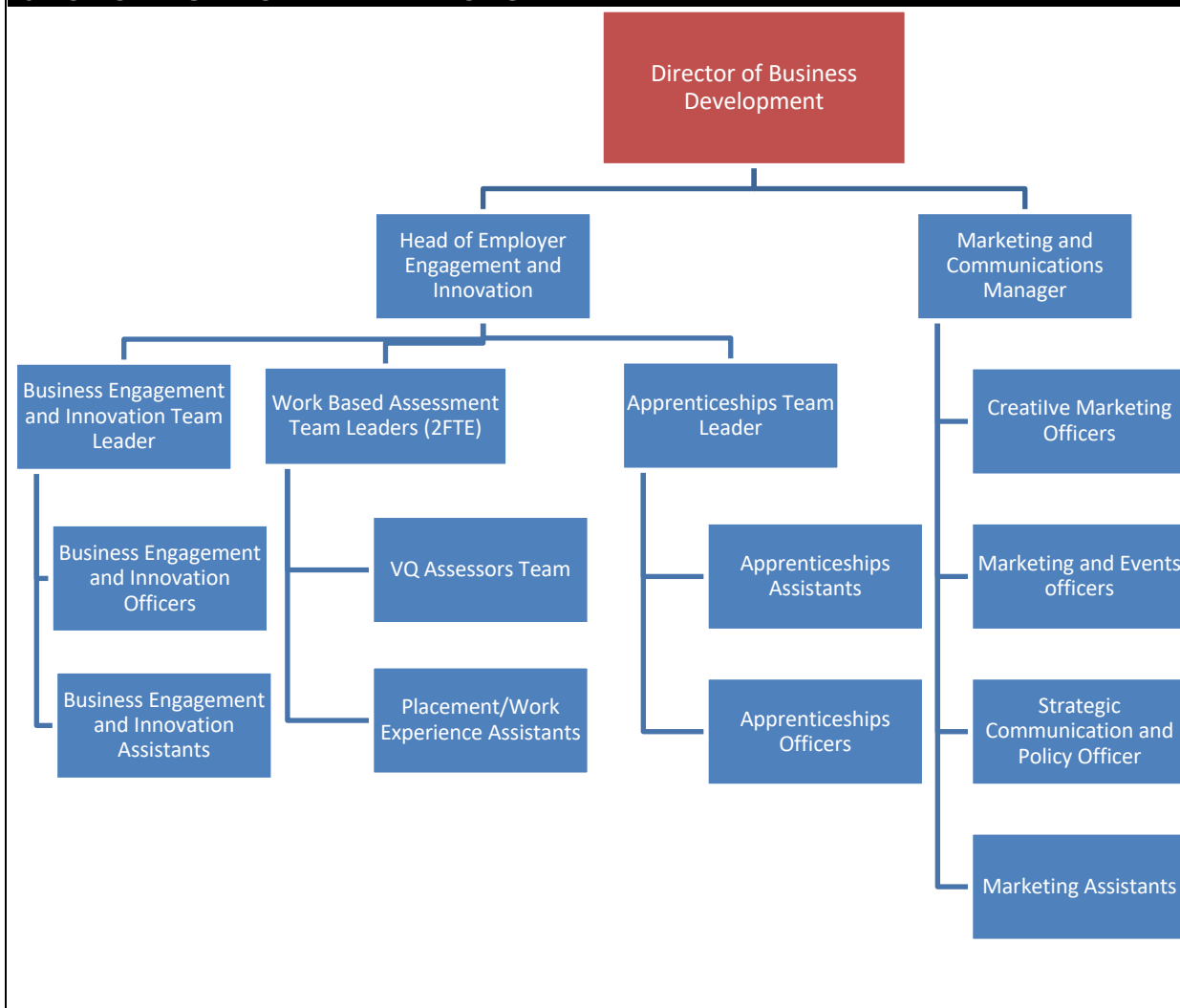
Provide strategic vision and strong leadership across the College, working with Departments to increase income generation, strengthen links between curriculum teams, employers and industry bodies, and develop commercially sustainable opportunities in support of the College's strategic ambitions.

The role oversees a high-impact portfolio spanning income generation, employer engagement, apprenticeships, innovation, enterprise, and marketing and communications.

Provide strategic leadership for Marketing, PR and Communications to ensure that the Ayrshire College brand is effectively positioned through an integrated communications strategy that drives student recruitment, grows income streams and strengthens the College's regional and national influence.

Establish robust frameworks to lead the performance management and effective governance of the portfolio including monitoring and delivering annual KPIs and associated income targets.

### 3. ORGANISATIONAL RELATIONSHIP



### 4. MAIN DUTIES & RESPONSIBILITIES

#### Strategic Leadership

1. Support the strategic development of Ayrshire College through contributing significantly to the corporate leadership of the College to achieve the highest quality outcomes for learners, employers and communities across the region.
2. Support the Executive Leadership Team in strategic planning and development processes to ensure the College's curriculum, partnerships and services are aligned to Ayrshire's economic priorities, inward investment opportunities and workforce needs.
3. As a member of the Senior Leadership Team (SLT), contribute to the formulation, development and implementation of the College's strategic and operational direction in order to achieve integration of curriculum, income generation, employer engagement and innovation.



4. Lead the strategic development and delivery of business development positioning the College's as a central hub for employer engagement applied innovation and future-skills development. Lead the design and implementation of an employer and stakeholder engagement strategy, ensuring the College is externally focused, responsive to market needs, and well-connected across local, regional, national and international networks.
5. Establish and maintain high-value multi-agency strategic partnerships, to support commercial opportunities, externally funded programmes, inward investment, innovation activity, and applied projects.
6. Lead market insight, skills foresighting and opportunity scanning activity to inform curriculum planning, commercial development, innovation priorities and new product creation.
7. Provide strategic leadership in the planning and delivery of all educational contracts, partnerships and commercial delivery, working closely with the Assistant Principals, curriculum teams and Finance to ensure high-quality sustainable provision.
8. Lead the development of innovative, commercially viable and market-responsive products and services, aligned to the College's vision and the needs of business, industry and public-sector partners.
9. Drive the expansion and diversification of income streams through new funding models, commercial ventures, partnership arrangements and competitive external bids to meet income targets.
10. Lead an integrated marketing, communications and brand strategy that enhances Ayrshire College's reputation, supports student recruitment, strengthens employer engagement and showcases the College's regional and national impact.
11. Lead and manage ethically and responsibly and act in accordance with the College's values and governance principles, ensuring compliance with college policies and procedures.
12. Lead the development and review of policies, processes and systems within the Institute of Productivity and Innovation, to ensure the delivery of high-quality services to meet the requirements of business and commercial customers.

### **Service Transformation**

13. Establish the College as a catalyst for skills innovation, pilot projects and employer-led demonstrators that support the College's ambition to be recognised as a national exemplar in productivity and innovation.
14. Lead transformation of the College's commercial product portfolio in conjunction with the Executive and Senior Leadership teams ensuring responsiveness to regional and national economic strategy, business demand and future skills

requirements.

15. Provide leadership in the design and delivery of a professional learning portfolio focused on flexible delivery models to support upskilling and reskilling life wide learning for employed learners and businesses.
16. Lead the development of innovative funding applications, bids and partnership models to support income diversification, innovation programmes and regional economic development.
17. Lead the College's communications, marketing and brand positioning activity in support of employer engagement, student recruitment, reputation, strategic influence and alternative income generation.
18. Lead the College's marketing, public relations, communication and media support activities to ensure high quality coverage which accurately reflects the College's strategic messages, values and identity.
19. Advise the Executive Leadership team of the potential for international engagement and ensure full compliance with, for example, UK Visas and Immigration regulations.

### **Performance Management**

20. Work in collaboration with the Executive and Senior Leadership teams in order to agree annual targets, KPIs and success measures for the Institute and develop effective reporting arrangements, to enable ongoing monitoring and performance management, to drive continuous improvement.
21. Lead the development and implementation of the College's approach to internal communications, engaging with all staff in order to establish processes which are effective and valued.
22. Lead continuous improvement through team evaluation, benchmarking, business intelligence and impact assessment, setting transformational outcomes to deliver on the strategic priorities.
23. Support the effective governance and management of the College as a member of SLT, through contributing to the development and implementation of robust planning, monitoring, and review frameworks to underpin confidence in the leadership and management of the College.
24. Promote a culture of innovation, entrepreneurship, collaboration, equality, diversity, health, safety and wellbeing across all Institute functions. Ensure strong staff development, utilising the College's performance management and quality enhancement frameworks to build high-performing, agile and adaptive teams.
25. Support the implementation of all College policies, procedure and protocols within the function and sustain an inclusive and supportive environment.

## **5. COMMUNICATIONS (Internal & External)**

The Director of Business Development will communicate regularly using a variety of methods with employers, strategic partners, funding bodies, innovation agencies, local authorities, commercial clients, sector bodies and internal stakeholders

A key feature of the role will be developing high-value strategic relationships that position Ayrshire College at the centre of regional economic transformation, productivity improvement and skills innovation. Internal strategic and operational communication will take place regularly with the Principalship, Vice Principals, Assistant Principals, staff and students

A key feature of the role will be developing strategic relationships with key partners and stakeholders, both internal and external to the College, to influence the strategic development of the College's business development functions.

## **6. ASSIGNMENT AND REVIEW OF WORK**

The post-holder will function with a high degree of independence and autonomy, within parameters agreed with the Vice Principal, Skills and Enterprise, and will exercise professional judgement in prioritising a broad and externally facing portfolio. Work will be shaped by the College's strategic plan, regional and national economic priorities, employer demand, funding opportunities and the development of the business development functions.

The postholder will agree and review objectives relating to the delivery of the College strategic plan with the Vice Principal, Skills and Enterprise, on an annual basis.

## 7. ESSENTIAL KNOWLEDGE, SKILLS & EXPERIENCE

### Education

- SCQF Level 9 qualification within a subject area relevant to the role.
- Evidence of continuous professional development.

### Knowledge

Demonstrable knowledge of:

- Scottish Government policy and strategy relating to colleges, skills, economic development and innovation.
- Regional economic strategies, productivity challenges and labour market priorities relevant to Scotland and Ayrshire.
- Employer workforce development, apprenticeships, innovation ecosystems and business support.
- Current and emerging funding sources including commercial, public and partnership-based models.
- Brand, marketing and stakeholder engagement approaches that support strategic influence and income generation.
- Curriculum developments in college education.

### Skills and Competencies

- Strong strategic leadership, change management, organisational, financial, analytical and partnership-building skills.
- Ability to design and lead innovative, sustainable and externally focused strategies.
- Ability to position the College as a strategic partner in skills and innovation
- Ability to lead multidisciplinary teams and inspire high performance.
- Strong commercial acumen and entrepreneurial capability
- Ability to influence policy, strategy and partnership agendas at local, regional and national level.

### Professional Experience

- Comprehensive experience in the leadership and management of teams at a senior level ideally in an educational context.
- Experience of leading transformation and delivering sustainable high performance in an enterprise, innovation, business development or skills environment.
- Experience of working strategically with employers, economic agencies, local authorities, commercial clients and funding bodies.
- Experience of income generation, commercial development and/or externally funded programmes.
- Experience of developing innovative solutions for businesses, workforce development and productivity improvement.
- Experience of partnership development and stakeholder influence at senior level.
- Experience of leading services that connect skills, innovation and economic development.
- Experience of influencing a wide range of strategic partners, preferably within an education context, at a local, regional and national level.

## 8. MAIN JOB CHALLENGES

- Establishing and leading a high-performing team, providing leadership and direction at a strategic level to deliver highly effective services and products in support of the College's strategic aims and ambitions.
- Leading transformation across the portfolio of services to position the College as a strategic productivity, skills and innovation partner and the provider of choice for business, through a range of commercial products and innovative marketing strategies.
- Working innovatively with key industry sectors across the region and nationally to support sustainable economic transformation.

## 9. WORKING ENVIRONMENT

### Physical

- The post will involve office-based work, which will also involve the post-holder travelling to external meetings.
- The post may require some international travel

### Mental

- Frequent and intense concentration for prolonged periods at a time e.g. attending meetings, analysing highly complex data to inform decisions and judgements, reviewing, checking and amending documentation
- Frequent and constant interruptions, on widely varying issues which can result in immediate re-prioritisation of present workload
- Intense concentration for long periods when preparing reports, business cases and funding applications

### Emotional

- High level of professional integrity, discrete and completely trustworthy with sensitive information.
- Emotional intelligence – calm in face of adversity and able to work in a demanding, ever changing and fast-paced environment.

### Working Environment

- Mainly office based
- Attendance at evening events may be required