

Information Pack

Business Development Manager (Access to HE)

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Open Awards

Introduction

Set up in 1981, Open Awards (formerly Open College Network North West Region) has been in business for over 37 years. We are a Company Limited by Guarantee and a registered charity.

Open Awards is based in Speke, Liverpool and currently employs 28 full-time and part-time staff and a number of external moderators who are currently contracted on an annual basis. The range of services we offer is extensive as we aim to deliver an effective and efficient service.

We welcome applications from all sectors and communities and are able to make specific arrangements and adjustments for candidates whose circumstances require this.

What We Do

Open Awards is a partnership of many different organisations, including Further Education Colleges, Higher Education Institutions, Voluntary and Community Organisations, and Employers. We are an Awarding Organisation recognised and regulated by OfQual to develop and approve units and qualifications for inclusion in the register of regulated Qualifications. We are also recognised by the Quality Assurance Agency for Higher Education (QAA) as an Access Validating Agency (AVA) to develop and approve Diplomas leading to entry to Higher Education.

We work with education and training organisations to promote quality and access in education and training so that individual learners can obtain nationally recognised credit and qualifications for achievements.

Open Awards encourages the development of qualifications to meet the needs of adults under-represented in education and training. We work with schools, employers and training providers to develop alternative qualifications for learners. Each year thousands of learners use our credits to progress on to other courses and qualifications in Further and Higher Education, in the community and in the workplace.

Open Awards seeks to:

- improve education and training opportunities for learners;
- ensure flexibility of learning opportunities;
- provide progression opportunities through credit accumulation and transfer arrangements; and
- provide and enhance equality of opportunity in all aspects of the learning environment.

The vision, mission and values of Open Awards are:

Vision: To change lives through learning.

Mission Statement: To support educational achievement for all learners.

Values:

- **Excellence**
To exceed standards in all we do, inspire excellence in our staff, centres and learners, and deliver a personalised customer service that surpasses expectations.
- **Respect**
To foster a culture of respect and inclusiveness, being receptive to each other and customers, and acting with integrity.
- **Innovation**
To listen, learn, discover and develop; to respond effectively to and invest in our staff, centres and learners.
- **Aspiration**
We strive to be visionary and influential

Open Awards Services

Open Awards offers a high quality accreditation and certification service for education and training. We are committed to offering:

- Value for money, including reasonable recognition and certification charges and a not-for-profit ethos.
- Contact with knowledgeable and responsive staff, who have curriculum expertise and offer detailed professional support.
- Access to a network of education and training organisations.
- An efficient administrative and certification service, with clear service standards.
- A commitment to promoting wider access to learning, equality of opportunity and recognition of achievement.
- Access to a comprehensive range of services, support workshops and training.

In particular Open Awards offers access to:

- Full advice and support for Open Awards accreditation, units and qualifications.
- A bank of approved units of achievement and qualifications.
- Staff development activities and curriculum forums to support networking, good practice and collaboration, and a range of specific training activities.

How to Apply

Candidates should complete the application form together with a supporting statement outlining how they meet the criteria for the post (max two sides A4).

Completed forms should be returned to:

Nina Hinton
Open Awards
Estuary Commerce Park,
17 De Havilland Drive
Speke
Liverpool

Email application to:-
Nina.hinton@openawards.org.uk

The **closing date** for applications for the post is Friday 26th July 2019 at 5pm.

Job Description

TITLE OF POST: Business Development Manager (Access to HE)

RESPONSIBLE TO: Head of Business and Development

SALARY: £30,000 - £32,000 subject to experience

STATUS: Full-time

FUNCTIONS OF THE POST:

- To manage the operation and development of the Open Awards Access to HE Diploma in accordance with QAA regulatory requirements
- To grow the number of Open Awards Access to HE centres
- To grow learner numbers and increase the range of Access to HE Diplomas offered in Open Awards centres

MAIN DUTIES AND RESPONSIBILITIES:

1. Act as the product owner for the Access to HE Diploma managing the offer to meet customer and regulatory need, and maintain a competitive offering in our market

Operation of the Diploma

2. Ensure the Open Awards Access to HE Diploma is administered through efficient processes that comply with QAA regulations
3. Support centres to develop their Diploma offer
 - Advise on minor Diploma amendment
 - Support the development of new Diploma proposals
 - Undertake a programme of validation activities
 - Produce template assessments and supporting resources
 - Plan and deliver a programme of workshops/forums/training to disseminate best practice and promote the offer
4. Ensure the Diploma content remains valid and prepares learners for entry to Higher Education
 - Develop new pathways and units in response to demand
 - Undertake a structured programme of review of existing pathway and unit content
 - Maintain awareness of competitor products to ensure offer remains competitive
5. Report on the performance of the Access to HE Diploma to the management team, Access to HE Committee, Open Awards Board and QAA
 - Prepare papers and reports
 - Prepare the agenda for the Access to HE Committee with the Head of Quality and Standards
 - Attend meetings as appropriate

6. Develop effective Access to HE related marketing and promotional tools and materials in liaison with the Development and Marketing Officers
7. Build relationships with key contacts in HEIs which receive Open Awards Access to HE Diploma learners in order to develop their knowledge and understanding of the provision and ensure we meet their needs and potential support requirements
8. Attend and participate in any external relevant Access to HE meetings, disseminating information gathered as appropriate.
9. Manage the work of the Access to HE Officer to meet objectives in accordance with the tasks set out in the job description
 - Set realistic targets and deadlines
 - Undertake appraisals and performance management
 - Motivate and get the best from the role

Increase New centres

10. Identify and target new Access to HE centres within geographical area with potential for growth
 - Achieve agreed annual targets relating to business growth for Access to HE
 - Proactively seek out contacts in target centres
 - Generate leads using a range of methods including cold calling, direct mail, email and networking
 - Develop and maintain relationships with staff within target centres
 - Pitch the Diploma to key contacts in centres including tutors, curriculum managers and senior managers
 - Provide advice and guidance on how to construct the Access to HE Diploma
 - Proactively follow up on communications and meetings in order to convert leads into sales

Grown Numbers in Existing Centres

11. Identify current Open Awards Access to HE centres with potential for growth
 - Regularly review centres within area to identify potential opportunities for growth
 - Develop and maintain relationships with staff within centres
 - Pitch the Diploma to key contacts in centres including tutors, curriculum managers and senior managers
 - Provide advice and guidance on how to construct curricula using Open Awards products and services
 - Proactively follow up on communications and meetings in order to convert leads into sales

General Responsibilities

12. Maintain up to date records of activities in Quartz database in accordance with policies and procedures
13. Work with other members of the Open Awards team to co-ordinate activity.
14. Travel to and work from any site that the duties of the job may require
15. Carry out any other duties as specified, from time to time by the Management Team

16. To support the organisation's commitment to equality and diversity and to promote non-discriminatory practices in all aspects of the work undertaken
17. It must be understood that every employee has a responsibility to ensure that their work complies with all statutory requirements and with Open Awards policies, and to ensure that all work functions are undertaken in accordance with health and safety legislation, codes of practice, Open Awards Health and Safety policy, and the Mission, Vision and Values of Open Awards.

Open Awards Mission, Vision and Values

Our Vision is:

To change lives through learning.

Our Mission Statement is:

To support educational achievement for all learners.

Our Values are:

- Excellence: To exceed standards in all we do, inspire excellence in our staff, centres and learners, and deliver a personalised customer service that surpasses expectations.
- Respect: To foster a culture of respect and inclusiveness, being receptive to each other and customers, and acting with integrity.
- Innovation: To listen, learn, discover and develop; to respond effectively to and invest in our staff, centres and learners.
- Aspiration: We strive to be visionary and influential.

This job description is not intended to be either prescriptive or exhaustive; it is issued as a framework to outline the main areas of responsibility at the time of writing.

Job description reviewed – May 2019

Person Specification

Post Title: Business Development Manager (Access to HE)

Criteria	Knowledge and Skills	Essential/ Desirable Criteria
Qualifications and Training	1. Level 3 qualification or above 2. Teaching qualification/QTS/QTLLS	Essential Desirable
Experience	3. Experience of delivery or administration of a QAA Regulated Access to HE Diploma programme 4. Experience of business to business sales including presentations and sales related meetings 5. Experience of development and implementation of quality assurance systems in an educational setting 6. Experience of developing and maintaining customer relationships 7. Experience collecting, analysing and presenting customer data to inform sales strategies 8. Staff management	Essential Essential Essential Essential Essential Desirable
Skills/Abilities	9. Ability to build strong relationships with customers and colleagues 10. Ability to develop and implement processes that meet regulatory requirements 11. Good understanding of the requirements for marketing/selling of educational products 12. Ability to represent Open Awards in discussions with customers and other stakeholders 13. Ability to discuss curricular plans with customers 14. Ability to identify and critically evaluate business opportunities to determine viability 15. Strong verbal and written communication skills and the ability to communicate with a variety of audiences 16. Ability to work unsupervised, be self-motivated and use own initiative to meet agreed targets 17. Ability to organise work on multiple projects/accounts at once 18. Ability to work as part of a team remotely 19. Ability to manage staff 20. Ability to identify and solve problems and suggest solutions 21. Be ICT literate using Microsoft Office and Outlook in a range purposes	Essential Essential Essential Essential Essential Essential Essential Essential Essential Essential Essential Essential
Commitment	22. A commitment to Equality & Diversity 23. An understanding of and a personal commitment to the Mission, Vision and Values of Open Awards 24. Commitment to customer service	Essential Essential Essential

Criteria	Knowledge and Skills	Essential/ Desirable Criteria
Other	25. Be adaptable, flexible and open to change. 26. Flexible approach to travel at short notice and overnight stays 27. Willingness to undertake staff development activities. 28. Confident professional person.	Essential Essential Essential Essential