



**Dumfries and
Galloway College**

One step ahead

Job Description and Role Profile

| | |
|-------------------------|--|
| Job Title: | Vice Principal: Commercial, Partnerships and Sustainability |
| Accountable to: | Principal & Chief Executive |
| Line managed by: | Principal & Chief Executive |
| Direct Reports: | Director of Marketing and Commercial Development Director of Estates and Sustainability Director of Finance and Planning |

1. Job Purpose:

As a member of the Executive Leadership team, contribute to the strategic direction of the College, and lead, develop and implement:

- commercial and financial strategies that reduce reliance on Scottish Funding Council income and drives up the economic prosperity of the region.
- Partnership opportunities to maximise knowledge exchange and innovation
- estates and sustainability strategies to transform our campuses and enhance our net zero credentials.

To assist the Principal in the successful realisation of the Board of Management Strategic Objectives.

2. Principal accountabilities

2.1 Main duties - General

Leadership and transformation

Responsible for the strategic development and inspirational leadership of all aspects of marketing and commercial development, estates, sustainability, and finance functions of the College.

As a lead member of the Executive Team, drive a culture of success, quality and ambition that embraces change, opportunity, creativity, and challenge to create a college “can do” attitude.

Lead on the development of a Growth and Innovation Strategy that establishes the College as the organisation of choice for education and training for students and business workforces in the region.

Lead on the development of commercial and financial strategies that generates income growth for the College and reduces reliance on government funding.

Professional leadership and governance

Provide relevant professional advice and support to the Board, Executive and Senior Leadership teams and the functional managers within your area of responsibility .

Establish and lead the Support Leadership Group providing direction and co-ordination across all College support functions.

Lead the Estates, Finance, Marketing, PR, Communications, Events, Commercial development, Student Records and Student Funding functions of the College.

To ensure the College is agile in anticipating and responding to local, regional, and national priorities and is seen to be an effective contributor to the communities and businesses it serves.

Strategic Leadership for College liaison with the Scottish Funding Council, other external partner organisations associated with enterprise and skills development, finance, PR and external corporate communications.

Strategic development and inspirational leadership of all aspects of the strategic planning process.

Lead and control the financial aspects of capital projects, to ensure that any builds or refurbishments are delivered on time and within budget.

To ensure the provision of an effective PR and external communication infrastructure.

Strategic Leadership of the business continuity, health, safety, and environmental functions within the College, ensuring compliance with current legislation and best practice.

To be responsible for the management of delegated budgets.

To Deputise for the Principal as required.

Collaborative Working

Create and sustain effective relationships with internal and external customers and other stakeholders and partners and to contribute to, and develop, a positive and regional team ethos within the areas of responsibility and across the College.

Ensure that relevant statutory provisions relating to health and safety, safeguarding and equality and diversity are implemented, monitored and regularly reviewed so that legal requirements are met

Actively promote the College's vision and values ensuring effective team working and high levels of professional conduct and the effective use of resources.

Build strong and productive relationships with a wide range of stakeholders within and beyond the institution including trade union representatives and national networks.

Create and promote an environment of trust and openness.

2.2 Main duties - Specific

Responsible for the proactive leadership and innovative development and delivery, to sector leading standards, for the following areas:

- Commercial Development
- New Business development
- Commercial Contracts
- Contract delivery
- Marketing
- PR & Communications
- Events
- Strategic and Financial Planning
- Performance Monitoring
- Finance and Budgeting
- Financial systems and controls
- Management Information
- Risk Management
- Student Funding
- Student Records

- College Strategic Planning
- Corporate Services: including Estates and Sustainability, and all procurement and contractor management arrangements

To ensure the delivery of finance and commercial development services responsive to the needs of the college and departmental managers

- Establishing and maintaining high levels of professional conduct
- Ensuring internal stakeholders understand their finance, marketing, business development, Corporate Services and Strategic Planning responsibilities
- Being accountable for improvements in financial management
- Meeting outcomes and KPI's across the College
- Ensuring effective target setting and meeting targets

To give strategic leadership and ensure the delivery of Commercial Services is of an excellent standard and responsive to the needs of our diverse range of customers.

To be responsible for the consolidation of all financial information, production of statutory and regulatory accounts ensuring corporate and regulatory compliance and governance best practice.

To ensure value for money and legal probity in all business relationships.

2.3 Outcomes and Impact

To develop and lead high performing teams, providing them with inspirational leadership.

To develop and keep under review an effective, efficient, and economical finance and commercial development structure for the College.

Achievement of agreed targets and performance indicators across all areas of responsibility.

To deliver a customer-focused approach towards all stakeholders.

2.4 Achieving Success and Capacity for Improvement

To be a champion of change, communication, continuous improvement, and empowerment of staff.

To develop effective mechanisms to understand future scenarios and manage strategic risks.

Actively develop yourself through staff development and training activities and review own performance and the performance of direct reports.

To develop, implement and monitor the Finance and Performance, Growth and Innovation, Systems and Infrastructure Strategies, policies, procedures, and systems to ensure that the College maintains long term sustainability.

2.5 Corporate Leadership Responsibilities

Develop, implement, and promote College policies.

To lead on ensuring that direct reports are compliant with their corporate duties in relation to Health and Safety, Safeguarding, Prevent etc.

To ensure that all staff are trained in safeguarding and child protection and are aware of their own responsibilities To discharge duties and responsibilities under the College's Health and Safety Procedures which may include Risk and COSHH Assessments and participation in evacuation procedures as necessary.

Implement Health and Safety and security measures in accordance with statutory and College requirements.

Be a role model and operate at all times supporting College values and corporate management.

Champion Diversity and Equality, and the College's mission, vision, values, and behaviours.

Undertake cross college operational management duties to support business continuity needs e.g. Fire Marshall, First Aider, Duty Manager.

Actively develop yourself through staff development and training activities and review own performance and the performance of those who are responsible to them.

Deliver a customer-focussed approach towards all stakeholders.

Develop effective working relationships internally and with external partners.

Undertake any other duties consistent with the key responsibilities and duties of the post, as directed.

| 3. Role Profile | | | | |
|--|--|--|---|--|
| Role and Context | Need to Do | Need to Know | Need to Be | Need to Have |
| <p>To assist the Principal in the successful realisation of the Board of Management Strategic Objectives</p> | <p>Achieve the vision and ethos for Dumfries & Galloway College and drive a positive organization culture and values.</p> <p>Develop strategic partnerships and build engagement with stakeholder groups to ensure that the College's vision and business portfolio is understood, gains a competitive advantage, and achieves growth and investment targets</p> <p>Oversee the development of the marketing, commercial, corporate services and financial aspects of the College strategic plan.</p> <p>Work to generate additional income in line with the College's strategic priorities to develop commercial activities and actively encourage opportunities for additional and external funding.</p> <p>Establish Dumfries & Galloway College as a partner of choice for employers, employees, students, business partners and funding bodies.</p> | <p>Knowledge and experience of working in a commercially focused leadership role in a large complex multi-faceted organisation</p> <p>Knowledge of skills development and workbased learning opportunities</p> <p>Knowledge of financial strategy planning and modelling.</p> <p>Knowledge of relevant regulatory bodies.</p> <p>Knowledge of funding, governance, and risk management, preferably in the education sector</p> <p>Knowledge of relevant national policies.</p> | <p>Strong communicator</p> <p>Decision maker</p> <p>Leader</p> <p>Influencer</p> <p>Problem Solver</p> <p>Results Orientated</p> <p>Innovator</p> <p>Creative</p> <p>Customer Focused</p> <p>Strategic Thinker</p> <p>Accountable</p> | <p>Degree in relevant subject area</p> <p>Experience of commercially focused growth planning and delivery</p> <p>Experience of the economic and political framework in Scotland, particularly in relation to skills and labour in key economic priority sectors.</p> <p>Evidence of relevant CPD.</p> <p>Strong financial management skills.</p> <p>Experience of strategy development and implementation.</p> <p>Experience of economic, political and skills development.</p> <p>Strong Listening skills and interpersonal sensitivity.</p> <p>Experience of working with a Board of Management.</p> <p>Experience of strategic use of ICT.</p> <p>Good understanding of corporate governance.</p> <p>Extensive management experience of leading a successful team.</p> <p>Experience of leading and managing organisational change.</p> |

| | |
|---|------------|
| Date description created/revised | March 2022 |
|---|------------|

| | |
|----------------------------------|--|
| Date of next review | |
| Manager signature | |
| Employee signature | |
| Date received by employee | |