



## **Head of Commercial Training**

**Salary: up to £45k**

Sunderland Engineering Training Association (SETA) is a vibrant and long-standing Washington based independent specialist training provider. We have an Ofsted grade 'Good' across all aspects of our provision. We predominantly serve the North East's engineering, manufacturing, process and related sectors, helping individuals gain the skills, knowledge and confidence required to reach their full potential.

We are looking to significantly grow revenue from the delivery of accredited and non-accredited training courses. To help achieve this we are looking to appoint a Head of Commercial Training reporting direct to the CEO as a vital part of the senior management team. The incumbent will be responsible for strategy development; growing the sales pipeline through a variety of channels; and the development, oversight and management of commercial training delivery.

The ideal candidate will have recent management and supervision experience, a good track record of B2B marketing and sales, and a record of achieving challenging performance and financial targets. Ideally they should also have experience of working with employers in the development of skills training programmes.

## **Job Description**

### **Job Title**

Head of Commercial Training

### **Main Responsibilities**

- Developing and implementing a strategy for growth of the commercial training business unit (c.10%)
- Delivering the operation plan for commercial training course provision
- Business development for commercial training (c.50%)
  - B2B Sales
  - Marketing
  - Commercial bid writing
  - Line management of sales and support staff
- Managing the commercial training business unit (c.30%)
  - Managing existing provision
  - Identifying new opportunities – new product development
  - Line management of support staff
  - Line management of direct delivery staff
  - Dotted line management of shared resources
- Identifying, recruiting and contracting with associate training instructors / assessors (c.10%)
- Ensure compliance with Seta's ISO9001:2015 quality management system

## Person Specification

### Qualifications

- Sales / Training / Engineering / Management qualification - One or more Essential
- Relevant qualification at Level 4 or higher - Desirable
- Literacy and numeracy at level 2 or higher – Essential
- Clear DBS check – Essential (If no current DBS certificate one will be obtained prior to commencing in post)
- Full UK driving licence - Essential

### Skills and Experience

- Business development / business to business sales – Essential
- Demonstrable experience of creating business growth - Essential
- General management experience – Essential
- Strong IT skills (MS Office suite) – Essential
- Excellent communication and interpersonal skills including the ability to establish effective working relationships with stakeholders within and outwith the organisation - Essential
- Marketing experience – Desirable
- Worked in Industry – Desirable
- Worked in Education/Training/Skills sector – Desirable
- Funding bid writing - Desirable
- Resource management – Desirable
- Project management – Desirable
- Significant experience managing a business unit - Desirable
- Understanding of NE manufacturing landscape – Desirable
- Up to date knowledge of skills training agendas and funding opportunities – Desirable

### About Seta:

- We are an independent not-for-profit group training association (GTA) delivering engineering training throughout the North East
- We deliver a range of training courses accredited by City & Guilds, EAL, Pearson Edexcel, TWI CSWIP and others.
- The organisation is employer led, working with a wide range of well-known and less well-known regional manufacturing employers across all industry sectors.
- We hold a direct contract with the Education and Skills Funding Agency (ESFA) for apprenticeship delivery
- We received an Ofsted 'Good' grading in March 2017
- We run a ISO 9001:2015 accredited quality management system
- We are located in Washington, Tyne & Wear, close to both the A1 and A19

We offer an attractive package including 25 days holiday (plus statutory days), an occupational pension scheme and free parking. To apply please send a CV with a covering letter showing how you meet the person specification to [robin.lockwood@seta.co.uk](mailto:robin.lockwood@seta.co.uk). The closing date for applications is midnight on Tuesday 5th March 2019.

RJL - Feb 2019