STOKE ON TRENT COLLEGE

ASSISTANT PRINCIPAL – ADULT, APPRENTICESHIPS & COMMERCIAL

Responsible to:	Deputy Principal - Curriculum	Responsible for:	Head of ESOL, Head of Skills for Work & Community, Director of Apprenticeships, Head of Business Engagement	Salary:	Grade: Executive £77K Circa.	Terms and Conditions:	SOTC Academic Management Full time, Permanent 37hrs p/wk.

Role Summary & Purpose:

The Assistant Principal – Adult, Apprenticeships & Commercial provides strategic leadership and direction for the college's adult learning, apprenticeship and commercial provision, driving educational excellence, innovation and sustainable growth in line with the **Skills Ready, Future Ready** Strategy.

As a member of the Senior Leadership Team, the role contributes to the strategic direction, performance and overall success of the College, ensuring effective curriculum planning and the delivery of high-quality, inclusive and compliant provision that responds to local and regional skills priorities, labour market intelligence and employer demand.

The role is responsible for strengthening employer and stakeholder partnerships, expanding opportunities for learning and progression, driving income growth and diversification, and ensuring continuous quality improvement and financial sustainability. Through this, the role will strengthen the college's reputation and position Stoke on Trent College as the provider of choice for apprenticeships, workforce development and adult learning across the region.

The Person

You will be an inspirational, ambitious and commercially astute senior leader with the vision and expertise to shape the future of adult learning, apprenticeships and commercial provision at Stoke on Trent College.

With a proven track record of successful leadership within Further Education, you will demonstrate the strategic insight, commercial acumen and confidence to influence at senior leadership level, lead organisational change and deliver ambitious outcomes.

As an inspiring and values-driven leader, you will empower others, develop high-performing teams and champion an inclusive, collaborative **One Team** culture where colleagues feel valued, supported and able to thrive.

With a strong understanding of the Further Education and skills landscape, you will be an influential communicator and strategic thinker, capable of building meaningful relationships, navigating complex challenges and translating emerging opportunities into tangible results.

Above all, you will share our **Skills Ready, Future Ready** ambition and commitment to ensuring **Every Learner Matters**, bringing the passion, integrity and leadership needed to make a lasting difference to the college and the communities we serve.

Job Description and Person Specification

Detailed within this document is a key summary of the expectations and responsibilities of the postholder, including their contribution to the delivery of Skills Ready, Future Ready 2026-2029 Strategy alongside role-specific responsibilities. The person specification sets out the essential and desirable criteria for applicants for this important role.

OUR STRATEGIC PILLARS – SKILLS READY, FUTURE READY

1 Excellence in Education & Skills Training *To enhance and expand the College's influence and reputation through a commitment to excellence and innovation, establishing Stoke on Trent College as the aspirational college of choice. Our focus is on fostering an environment where students thrive, excel, and reach their full potential.*	**2 Trusted Partnerships and Future Careers** *To equip students with the skills, knowledge and behaviours required to advance their careers, creating a resilient and adaptable workforce that meets the evolving needs of employers. We are committed to providing a high-quality, sustainable learning environment able to fulfil future skills demands.*
3 People and Culture *To establish Stoke on Trent College as an employer of choice, fostering an inclusive, equitable, and ambitious workplace that values and empowers its people.*	**4 Financial Resilience, Growth & Sustainability** *To be a financially strong and resilient organisation, able to invest in future growth and innovation. We will provide estate facilities that support growth, enhance learning experiences, and meet the evolving needs of students, staff, industry and the wider community.*

Key Responsibilities. Assistant Principal – Adult, Apprenticeships & Commercial

Strategic Leadership

- Develop and implement the College's Apprenticeship, Adult Learning and Commercial Strategies.
- Lead the growth and diversification of apprenticeship, adult and commercial provision, aligned to local and regional skills needs.
- Contribute fully as a member of the College Leadership Team.
- Ensure provision aligns with College strategic objectives, Local Skills Improvement Plans (LSIPs), regional priorities and national policy.
- Lead strategic business planning and curriculum development to meet employer and community need.
- Identify emerging opportunities for growth, innovation and funding.

Apprenticeship provision leadership

- Provide strategic oversight of all apprenticeship provision.
- Drive improvements in apprenticeship recruitment, achievement, retention and progression.
- Ensure programmes meet funding, compliance and regulatory requirements.
- Strengthen and enhance employer and apprentice satisfaction.
- Develop relationships with levy and non-levy employers, ensuring the development of a responsive and employer-enabled apprenticeship provision
- Ensure high-quality apprenticeship provision that secures a minimum of expected Ofsted outcomes and strong accountability measures.

Adult provision leadership

- Lead the development of a responsive adult curriculum that supports employability, retraining and progression.
- Maximise participation and achievement across all streams of Adult Skills based income and provision.
- Ensure adult learning programmes support local economic priorities and social inclusion.
- Develop flexible delivery models to increase participation and access.

Employer Engagement and Business Development

- Lead the College's employer engagement strategy.
- Develop and sustain high-value partnerships with employers, stakeholders and business networks.
- Act as an ambassador for the College with employers, local authorities, combined authorities, chambers of commerce and sector bodies.
- Use labour market intelligence to inform curriculum planning and growth opportunities.
- Ensure employers influence curriculum design and development.

Commercial Provision

- Lead the development of commercial training and workforce development activity.
- Identify new revenue-generating opportunities.
- Drive achievement of annual commercial income targets.
- Develop bespoke employer training programmes and consultancy opportunities.
- Promote innovation and entrepreneurial approaches across the College.

Quality and Performance

- Ensure outstanding learner experiences and outcomes across all areas of responsibility.
- Lead self-assessment, quality improvement planning and inspection readiness.
- Monitor KPIs relating to recruitment, retention, achievement, progression, attendance and employer satisfaction.
- Ensure effective use of performance data to inform decision-making.
- Drive a culture of continuous improvement and accountability.

Financial Management

- Manage the adult, commercial, and apprenticeship budgets and income targets.
- Ensure efficient use of resources and strong financial performance, as per the colleges business plan.
- Monitor funding allocations and delivery volumes, adapting in-year to ensure targets re achieved.
- Ensure compliance with all funding body requirements.

People Leadership

- Lead and inspire managers and staff across multiple teams.
- Build a high-performance culture focused on collaboration, innovation and accountability.
- Support workforce development, succession planning and talent management.
- Promote wellbeing, equality, diversity and inclusion in-line with the college strategy, policies, and procedures.
- Ensure full compliance and positive engagement with college HR processes across the adult, apprenticeship and commercial directorate.

Communication / Documentation

- Communicate effectively across a wide range of audiences, considering and adapting style and approach.

Personal Development / Performance

- Demonstrate a commitment to continuing Personal/Professional Development.
- Engage proactively in the performance review process, contributing to the setting of role specific objectives, supporting development planning and participating in regular reviews discussing faster continuous improvement and alignment with college priorities.
- Adhere to the College's environmental and sustainability procedures and seek to promote environmental sustainability within own area of responsibility.

Equality, Diversity, Health and Safety and Strategy

- A strong commitment to the principles and practice of Equality, Diversity and Inclusion.
- Demonstrate a commitment to embed the FREDIE principles of Fairness, Respect, Equity, Diversity, Inclusion, and Engagement, contributing to building a truly inclusive culture where everyone feels valued, respected, and able to participate.
- Take reasonable care of the Health and Safety of yourself and that of any other person who may be affected by your acts or omissions at work.
- Ensure as far as is necessary, that Statutory Requirements, Codes of Practice, Policies and Procedures, and Health and Safety arrangements are complied with.

College Values

- To demonstrate and uphold the College's values - Inclusive, Collaborative, Courageous, Ambitious, Nurturing (ICcAN).
- To promote and embed these values in all elements of work and in interactions with colleagues, learners, visitors and others.
- To participate actively in making the College a welcoming and inclusive environment in which to learn and work, contributing to a college culture consistent with our values.

Safeguarding of Children and Vulnerable Adults

- To comply with the College's Safeguarding policy and practices, and work in accordance with the Keeping Children Safe in Education Statutory Guidance for Schools and Colleges.
- Maintain vigilance regarding safeguarding concerns and report them in full compliance with the College's safeguarding procedures.
- Deliver teaching, learning, and assessment in a way that safeguards and promotes student wellbeing.
- Model appropriate professional boundaries and positive behaviour.
- Participate in mandatory Safeguarding, Prevent, and Health and Safety training and maintain up-to-date compliance through refresher sessions.
- Read and understand Part 1 of KCSIE (or Annex A where applicable) and refresh understanding annually when the guidance is updated each September.
- Act as a role model in creating a safe, respectful, and inclusive learning environment.

General Data Protection Regulation and Data Protection Act 2018

- To understand, be aware of, and ensure full compliance with the General Data Protection Regulation, and Data Protection Act 2018, during and after employment with the College, and to comply with the College's Policy for such.

*This is not intended as an exhaustive list of duties or a restrictive definition of the post but rather, should be read as a guide to the main priorities and typical areas of activity of the post-holder. These activities are subject to amendment over time as priorities and requirements evolve and as such it may be amended at any time by the Executive Board following discussion with the post holder. This Job Description and Person Specification is accurate as at **09.11.2026**. In consultation with the postholder, the College reserves the right to update, amend or vary its content, to reflect changes to, or modernisation of, the role.*

PERSON SPECIFICATION. ASSISTANT PRINCIPAL – ADULT, APPRENTICESHIPS & COMMERCIAL

1. Qualifications and Training				
Essential		**Desirable**		**How Measured**
1.1	Minimum of 4 GCSEs (or equivalent), A* - C (or equivalent) including Maths and English. (A, Cert)	1.4	Management or leadership qualification. (A, Cert)	Application form (A) Certificates (Cert)
1.2	Qualified teacher e.g. Cert Ed, PGCE. (A, Cert)			
1.3	Degree or equivalent qualification in a relevant discipline. (A, Cert)			
2. Experience				
Essential		**Desirable**		**How Measured**
2.1	Successful senior leadership experience within Further Education. (A, I, P, R)	2.8	Evidence of delivering high-quality support that enables students to thrive. (A, I, R)	Application form (A) Interview (I) Presentation (P) References (R)
2.2	Proven leadership of apprenticeships and/or adult learning provision. (A, I, P, R)			
2.3	Demonstrable success in employer engagement and business development. (A, I, P, R)			
2.4	Experience of leading curriculum growth and change. (A, I, P, R)			
2.5	Experience of managing significant budgets. (A, I, P, R)			
2.6	Experience of working with funding and compliance requirements. (A, I, P, R)			

2.7	Experience of preparing for inspection and quality reviews. (A, I, P, R)			
3. Special Knowledge/ Skills/ Abilities				
Essential		**Desirable**		**How Measured**
3.1	A detailed understanding of apprenticeship funding and compliance requirements. (A, I, P)	3.7	Understanding and competency of typical college systems such as 4cast, Strata, ProSolution and ProMonitor. (A, I)	Application form (A) Interview (I) Presentation (P)
3.2	Comprehensive knowledge of Adult Skills Fund and skills policy. (A, I)			
3.3	A thorough understanding of Ofsted inspection and the revised framework requirements. (A, I)			
3.4	Understanding of the implications of Local Skills Improvement Plans on curriculum design and delivery. (A, I)			
3.5	Knowledge of employer-responsive curriculum planning. (A, I)			
3.6	Labour market intelligence and economic development priorities. (A, I)			
4. Disposition/ Personal Attributes				
Essential		**Desirable**		**How Measured**
4.1	Strategic leadership and vision. (A, I, R)			Application form (A) Interview (I) References (R)
4.2	Commercial awareness and entrepreneurial thinking. (A, I, R)			
4.3	Excellent communication and influencing skills. (A, I, R)			
4.4	Stakeholder management and partnership building. (A, I, R)			
4.5	Data analysis and performance management. (A, I, R)			
4.6	Change management and project leadership. (A, I, R)			
5. Safeguarding Suitability				
Essential		**Desirable**		**How Measured**

5.1	A commitment to Safeguarding and promoting the welfare of children, young people and vulnerable adults. (I, DBS)	5.4	Training in Safeguarding, child protection or Prevent beyond mandatory induction. (A, I, R)	Application form (A) Interview (I) References (R) DBS Certificate (DBS)
5.2	Proven experience to form and maintain appropriate professional boundaries with children, young people and vulnerable adults. (I, R, DBS)	5.5	Experience of contributing to Safeguarding initiatives or pastoral support within an education setting. (A, I)	
5.3	Awareness of Safeguarding policies and procedures in an educational setting. (I, R, DBS)			

MANAGEMENT TERMS & CONDITIONS

Conditions of Appointment
All appointments are offered subject to a probationary period of up to twelve months, during which time, performance will be assessed. In addition, all appointments are subject to:
- *verification of relevant qualifications*
- *receipt of references considered suitable by the College*
- *a satisfactory enhanced Disclosure check*
- *verification of eligibility to work in the UK*

Pension Arrangements
All staff have the opportunity to participate in a relevant pension scheme provided by the College, i.e., TPS or LGPS.

Working Hours
You will be expected to work such hours as are reasonably necessary for the proper performance of your duties and responsibilities. The normal working week will be 37 hours.

Maternity, Paternity & Adoption
The College operates a range of Family Friendly policies, including Maternity, Paternity and Adoption schemes, which provide for statutory and enhanced benefits.

Sick Pay
The College has a scheme of sickness benefits, which are over and above the statutory sickness entitlements.

Training and Development
Stoke-on-Trent College is proud to have achieved the Investors in Diversity Silver Award, recognising our commitment to creating an inclusive and supportive working environment. We remain committed to the professional and personal development of all our employees, with individual training and development needs identified and supported through our Staff Check-In process.

Holidays
Management staff are entitled to 39 days plus 8 bank holidays (47 days in total). There are a number of directed leave days each academic year and these are set out in the College Calendar. Typically these directed leave days will be during Christmas, Easter and in the summer period where the College will close its sites in the interests of efficiency.

Staff Parking
Free and generous parking space is available on site subject to availability at peak times.

Salary Payments
Salary is paid by direct credit transfer to your bank or building society account in 12 equal parts. Payment is made on the 27th day of each month or the next working day thereafter.

Notice Period
The amount of notice you are required to give to terminate your employment, is 3 months.

Location of Work
Your principal place of work will be at the site given in the Job Description for the post. However, you may be required to work on either temporary or indefinite basis, at any premises at which the College may from time to time provide services.

Equality of Opportunity
We are committed to the principle of equal opportunity. We will ensure that no employee, applicant for employment or student receives less favourable treatment on any grounds, which cannot be seen to be justified in relation to employment, education and training.