



Development Manager

The Priorities and The Person

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FEA-I

Introduction

FEA-I is an exciting new joint venture between FE sector specialists and AI technical experts, Leading AI. FE Associates is very well known in the FE sector and has been meeting the leadership needs of colleges and providers since 2004. Leading AI, is the latest venture of successful entrepreneurs Kieron White and Neil Watkins. Between them, Kieron and Neil have built a number of successful businesses that support public service delivery.

Our partnership began in the summer of 2024 through a process of shared enthusiasm, curiosity and a deep interest in AI and the FE sector. Together we have developed and sold our initial product offering to colleges and we are now extremely well placed to take our new business to the next level.

FEA-I is jointly owned by FE Associates and Leading AI and backed by the owners of both businesses.



The Priorities

Our new development manager will be our first full-time hire and the overarching purpose of the role is to support the development of our new AI business. You will lead on product development and will build an understanding of client needs to identify new scalable AI solutions that will support FE organisations with their AI journey and contribute to workload reduction, business modernisation and transformation and improved organisational outcomes.

You will be our lead ambassador and salesperson committed to achieving commercial targets set by the business. To do this you build and manage trusting relationships and provide excellent service through sound operational management and delivery.


Our new Development Manager will receive Strategic Support from FEA-I's CEO, Matt Atkinson and our Chief Innovation Officer, Kieron White. Marketing and promotions support will be available from FEA's Marketing Manager and the team of tech specialists at Leading AI will be on hand with all support for all things technical.

The Person

Our new Development Manager must be comfortable with delivering commercial targets and will come from a role that has involved achieving income and profit targets. You will need to have an entrepreneurial spirit and have demonstrated your track record of being part of an innovation journey. As an AI ambassador and evangelist, you will need to have experience of working in a role focused on digital technology and have a willingness to learn about AI and keep abreast of developments in the field.

You will need to be a strong communicator with excellent presentation and pitching skills and be prepared to be on the road, meeting clients and demonstrating our products. We don't want someone who wants to work in isolation, being at home for the majority of the working week. Whilst we understand that sales can be done remotely, we don't believe for a moment that excellent relationships can be built over Teams!

Our businesses work with pace and agility, often switching direction at very short notice. We need someone who is comfortable to work at pace and manage a multiplicity of priorities all at once. We will be looking for you to demonstrate that you can work at pace, sometimes with uncertainty and ambiguity. Taking measured risks and responding accordingly is a key element of what we are looking for.



We don't believe in micromanagement, therefore you will need to be able to work independently, to motivate yourself and to wake up in the morning with a desire to sell, achieve and delight clients. We are quite open to your career background and the route you have taken. You may have built your own business – we consider business failure, and the learning that comes with it, a strength.

You will understand digital technology and this understanding may have been gained in an educational environment or in an education-related tech business. You may have been a product owner in a software provider or you may be thinking about switching careers completely. However, we can't emphasise enough that the ability to sell to our clients (who sometimes don't like to be sold to) is an absolute necessity.

- Your contract of employment will be with FE Associates.
- You will be home based with a strong expectation of national travel.
- Base salary will be supplemented by bonuses linked to sales/profit targets.

How to Apply

We have asked the leadership recruitment team at FE Associates to lead the search for our first hire. Recruitment consultant Asma Ahmad is leading this process and interested individuals are advised to have an initial discussion with Asma.

Email: **Asma.Ahmad@fea.co.uk**

Application will be by CV and a one-page supporting statement which clearly responds to what we have set out in this role description.

Closing date: Wednesday 26 March 2025

