

Head of Adult & Community Learning Campus Lead - Cradley Heath Skills Campus

CANDIDATE INFORMATION PACK

June 2025

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Welcome

Dear candidate,

Lisa Capper MBE
CEO/Principal

Head of Adult & Community Learning & Campus Lead - Cradley Heath Skills Campus

Thank you for taking the time to explore this candidate pack which we have developed to inspire exceptional candidates to apply for the role of Head of Adult & Community Learning & Campus Lead at our Cradley Heath Skills Campus.

The Colleges have flourished over the last few years. We are the largest and one of the most successful in the West Midlands, and have a renowned reputation for delivering high-quality learning, excellent results and progression for our learners, and earned outstanding features in the last Ofsted inspection in 2022. We are proud of our recent track record. The next exciting phase of our development is to respond to the national, regional and local skills priorities and develop our expertise and specialisms.

Inclusion is an important part of work as we serve some of the most disadvantaged communities in England. Our ethos of inclusion and embracing diversity is paramount to our success in enabling all of our students to progress to the next stage of their career and life journey. Diversity is our strength and we are proud to have over 90 languages spoken at our colleges. Our health and well-being and enrichment programmes are second to none, ensuring every learner has access to the guidance they need within a safe and nurturing environment.

Sandwell has a strong ethos and a set of values that put the learner at the heart of all we do and ensuring their preparation for the next stage of their career journey.

With three colleges in Sandwell and Birmingham, and accompanying skills hubs in skills priority sectors, our colleges are well placed to ensure that every student has access to industry standard facilities and expertise, excellent technical and academic teaching, and a culture that enables learners to thrive and succeed in all they do. We are committed to inspire every school leaver, apprentice and adult learner to fulfil their ambitions and to be supported to succeed.

As an anchor institution in the areas we serve, we also recognise our duty to play a key role in developing the economic prosperity of the region. Our collaborative work with employers has impact and our plans in meeting skills needs are growing and providing specialism enabling young people and adults to excel in the workplace, or in further and higher education.

We are ambitious for our learners and have a further significant investment programme planned that will deliver more state-of-the-art facilities. These plans have included the launch of a brand new £9m science, technology and advanced engineering centre and the development of hugely innovative partnerships with the NHS and local universities to create a stand-out learning campus dedicated to training health professionals of the future. These projects have been jointly funded by the Towns fund, WMCA and the College.

This leadership role will be at the forefront of the next stage of the Sandwell Colleges' Adult Skills strategy, leading the development and implementation of plans for our brand new Cradley Heath Skills Campus as part of a wider skills and adult plan. The post represents a unique opportunity to drive the success of a the new campus and its provision and to embed our work in Cradley Heath and Rowley Regis. The successful candidate will drive the development of the brand-new Campus provision, providing leadership; developing a curriculum offer that will engage learners and the community and support those who choose to learn with us to progress to further or higher education, reskill, upskill or secure employment. This is a brand new geography for the work of our colleges extending our reach and impact, driving community prosperity through education and opportunity in some of the areas that need it most.

As part of the Sandwell Colleges leadership team you would be supported by wider leadership and staff teams who are passionate in their relentless efforts to ensure that no student is left behind, that aspirations are raised and that any barriers to learning are overcome.

I joined the College in November 2024 and am hugely excited and inspired by the journey ahead. The Colleges are entering a brand-new phase of their development and the role of Head of Adult & Community Learning & Campus Lead presents a rare opportunity to shape and support our next chapter, and deliver on one of our most exciting and significant projects.

We have engaged FE Associates to support us with the crucial appointment. If you are excited about the prospect of working with me and colleagues in leading the Sandwell Colleges to achieve their next level of success, then please email Claire.Gehlig@fea.co.uk for an initial discussion. We would be delighted to hear from you.

Should you decide to apply, I wish you every success in your application.



Lisa Capper
CEO/Principal



Cradley Heath Skills Campus is a brand-new £9 million training hub, built to equip the region with the skills needed for the jobs of today and the future. Located in the heart of Cradley Heath, this flagship campus specialises in construction, digital, engineering and health and social care, offering expert-led, hands-on learning that mirrors real industry settings. From fully equipped trade workshops to dedicated apprenticeship and work-based learning spaces, everything about this campus is designed to help learners succeed. Whether learners are starting out, retraining or looking to future-proof their career, this ambitious new campus is where skills take centre stage.



Job Description

Job title: Head of Adult & Community Learning
Campus Lead - Cradley Heath Skills Campus

Reports to: Deputy Principal Curriculum and Skills

Salary: £60,000 to £65,000 per annum

Summary of the Post

This exciting, new opportunity is at the forefront of the next stage of the Sandwell Colleges' Adult Skills strategy, leading the development and implementation of plans for the new Cradley Heath Skills Campus.

This is a unique opportunity to drive the success of a brand-new campus and its provision and to embed our work in Cradley Heath and Rowley Regis. The Head of Adult & Community Learning & Campus Lead will drive the development of the brand-new Campus provision, providing leadership and management of the facility and team, and with support and guidance developing a curriculum offer that will engage learners, supporting them to progress to further education, higher education, res-skilling and upskilling and/or in to employment. The post also provides an exciting opportunity to prepare for senior leadership.

The lists that follow are not intended to be exhaustive and the postholder will be required to undertake any duties commensurate with the role of Head of Adult & Community Learning & Campus Lead - Cradley Heath Skills Campus.





This role will actively engage:

1. Students and applicants

- Recruitment of Adults (and some young people) and the development of Sector Work Academy Programmes (SWAP) to support progression to work.
- Working with young people and those who are not in education, employment and training to develop pathways to vocational qualifications.
- Developing programmes to support young people aged 16-24 with High Needs to provide an ambitious and rewarding curriculum.
- Collaboration with the apprenticeship team to develop pathway to apprenticeship programmes.

2. Community & Voluntary bodies

3. DWP

4. Employers

5. Special Schools and colleges

6. Wider College Departments and Campuses

This is a high-profile development for the College working with funding from the Towns Fund and the West Midlands Combined Authority. The postholder will be critical to the future success of the Campus; acting as its senior ambassador leading external and internal engagement activities to ensure the profile of the Campus is established and continually championed; that opportunities for local people are communicated effectively and engagement with employers, local communities and wider regional partners are made and that opportunities for the Campus are maximised.

The role will be primarily working in the locality of Cradley Heath & Rowley Regis to build a stand-out provision working closely with other Sandwell colleges and campuses.



Key Duties

- Provide leadership and development of a relevant, responsive and highly engaging curriculum linked to the Sandwell Colleges' strategy to grow its adult offer and specifically at the Cradley Heath campus, ensuring that learning experiences and outcomes are exceptional and realise the potential of each student.
- Working with senior colleagues to design and develop an appropriate curriculum offer continually improving and evaluating its impact.
- Act as a senior ambassador for the work of the Skills Campus and wider work of the Colleges, its students, including planning and delivery of external events, presentations, contributing to PR pieces and wider business development activities.
- Be responsible for identifying learning and other resources for the Campus, liaising with wider College departments during the transfer and/or establishment of new provision.
- Be responsible for monitoring the delivery of provision to ensure that delivery complies with funding targets agreed with relevant funding bodies.
- To raise awareness of the Campus in the local area through a variety of high-profile engagement activities; developing material and workshops to secure high levels of community and customer engagement at the Campus.
- Establish and maintain a range of effective external relationships including but not limited to;
 - employers in the locality (working across the Colleges with, for example Head of Business Development) with the purpose of either supporting the delivery of our curriculum and/or delivery of solutions for local skills needs.
 - DWP, voluntary, community groups, jobcentre plus and local authority services in the locality.
 - Head of Centre and Campus Principals across the Sandwell Colleges to develop an engagement strategy for EHCP learner places in Cradley Heath.
- Inform and support the recruitment of the appropriate human resources for the Skills Campus.
- Work closely with the Head of Marketing to develop, implement and monitor a marketing plan for the Campus.



- Ensure that the appropriate Health and Safety policies and practices for staff, students and visitors are in place and aligned to wider College approaches.
- Work with the Estates, Project Delivery Team and Assistant Principal for Adult Learning to ensure staff are engaged in the design and delivery of the building and its facilities for both staff and students.
- To lead a range of internal staff and wider external meetings to deliver operational messaging and wider strategic communications.
- Prepare progress and monitoring updates against implementation plans for the College's Capital Projects Committee.
- In conjunction with other College Managers, organise and participate in the learner recruitment process, the induction of learners and ensure there is effective support for learners on programmes.
- Undertake appropriate in-service training when required to do so.
- Commit to, promote and operate in accordance with the Colleges' values and goals including but not limited to: safeguarding; health and safety; equality, diversity and inclusion.
- Lead and participate in a range of cross College activities including but not limited to: enrolment and open events; business planning; professional development opportunities.
- Ensure a high level of confidentiality at all times.
- Adhere to the Risk Management approaches and register and notify SLT of any risks identified.

Standard Clause

- To comply with the College's policies and procedures.
- To comply with the College's safety policy and other safety procedures and guidelines are deemed part of the job description. Employees must look after their own Health & Safety and welfare and be mindful of other persons who may be affected by their acts.

Person Specification

Qualifications

Essential

- Certificate in Education or Level 5 Teaching or Management qualification.

Desirable

- A degree and/or appropriate professional qualification relevant to the Campus and its work.

Experience

Essential

- Teaching experience with demonstrable impact.
- Significant experience of the leadership, management of, and development of Adult Learning and High-Level Skills.
- A track record of successful project delivery.
- Proven experience in employer and stakeholder engagement.

Desirable

- Experience in developing a range of provision including short courses and commercial activity.



Skills/Abilities

Essential

- Inspirational people management and leadership skills.
- Excellent communication and interpersonal skills.
- The ability to analyse and effectively manage and use data.
- An ability to represent the Campus at a senior level both internally and externally; influencing outcomes and building confidence and credibility.

Desirable

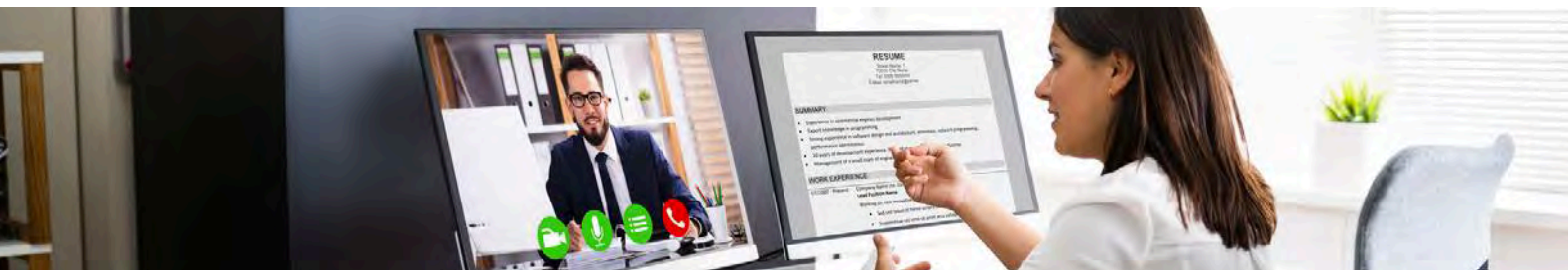
- A good understanding of career and curriculum pathways.

Essential Special Requirements

- Knowledge of the locality, including employment and skills needs.



Key Dates and the Application Process



Closing date: **9am on Tuesday 1 July 2025**

Interviews will be held on: **Thursday 10 or Friday 11 July 2025**

We have retained FE Associates to support us in finding an outstanding individual to inspire excellent practice across our organisation. The application process is outlined below.

Initial Discussion and Recorded First-Stage Teams Interview

Prior to submitting an application, interested parties are advised to arrange an initial conversation with our FE Associates lead consultant, by emailing Claire.Gehlig@fea.co.uk, to discuss the role before the closing date. ***Once it is agreed for you to proceed with an application, the lead consultant will schedule a first-stage interview via Teams with you which will take place before the closing date and will be recorded.*** Once this interview has been scheduled, you should submit your application.

Shortlisting and Invitation to Interview

After the closing time/date, our lead consultant will send all applications and recorded first-stage discussions to the college for shortlisting. Once the shortlist has been agreed, candidates will be notified by the lead consultant and shortlisted candidates will be invited to a formal interview/selection process with the college.

Safer Recruitment and Due Diligence Checks

Applicants are advised that, as part of the statutory guidance on Keeping Children Safe in Education, colleges/training providers are advised to make arrangements for an online search as part of due diligence on shortlisted candidates. The searches are aimed to assist in identifying things said or done that may harm the organisation's reputation or make the candidate unsuitable to work with children, young people and vulnerable adults. Where a cause of concern arises from the online search, a risk assessment will determine whether the concern is of such a nature that it is appropriate to exclude a candidate from the process or whether a clarification discussion, before or during an interview, is needed.



The Sandwell Colleges