Barnet Southgate College



Candidate Brief

Executive Director
Digital Transformation

FEA EXECUTIVE SEARCH →

Welcome



Dear colleague,

Executive Director, Digital Transformation

I am delighted that you are considering applying for the role of Executive Director, Digital Transformation and joining the Executive Leadership Team at Barnet and Southgate College.

This is an exciting time to join the College as we continue to deliver the ambitions outlined in our Strategic Plan, 2030 Vision.

At Barnet and Southgate College, we strive to provide our students with consistently high-quality learning and wider personal development experiences throughout their time with us. We do this in a safe and inclusive environment that promotes and celebrates individual success and high aspirations for all.

We recognise that in seeking to deliver this, our staff are our most valuable asset. We are an ambitious organisation. This is reflected in our Strategic Plan, and we recognise that having the right leadership in place is vital to delivering our ambitions.

We are an ambitious, inclusive and forward-looking further education college with a clear purpose: to change lives, empower individuals and connect communities. Our 2030 Vision Strategic Plan sets an ambition to be the leading provider of high-quality learning and skills development in North London, combining exceptional student experiences with innovation, regional growth and strong partnerships with employers and communities.

Working here means being part of one team where people are valued for the difference they make, supported by a culture built around being united, innovative, curious, inclusive, transparent, respectful, positive, responsible, measured and proud. Our strategy explicitly describes staff as the College's most valuable asset, with staff experience, wellbeing and professional development central to our ambition to become an employer of choice. Barnet and Southgate College is a place where we expect people to take responsibility, embrace change, contribute ideas, collaborate openly and continually improve, while celebrating success and maintaining a shared focus on creating better opportunities and futures for students.

We expect members of our college and executive teams to be proactive, innovative and inclusive in their approach and to have the ability to skilfully lead their team to deliver excellence. We promote a working environment that is rooted in trust, honesty, fairness and respect with clear lines of responsibility and accountability for all.

Our Executive Leadership and College Management teams are made up of committed, high performing individuals. We have an amazing body of staff across the College who are demonstrably committed to our students and champion their success.

Successful candidates will share this commitment, lead with integrity, be committed to their own development and to that of others and have high expectations of themselves. This is an exciting opportunity for talented individuals to join us on our journey, make a real difference, initiate and execute positive change and through this contribute to ensuring Barnet and Southgate College is an exceptional place to work and learn for all our staff and students.

We have appointed FE Associates to support us with this important appointment. Interested parties are advised to arrange an initial conversation with FEA's lead consultant, Amanda.Hart@fea.co.uk, to discuss this great opportunity ahead of the closing date and prior to submitting an application.

Thank you for your interest in joining Barnet and Southgate College and considering us as the next step and destination in your career.

Neil Coker



Chief Executive Officer and Principal



About Us

At Barnet and Southgate College, we are proud to be a leading further education institution in North London that is deeply committed to changing lives, empowering individuals and connecting communities. With campuses in Barnet, Southgate, Colindale and Edmonton Green, and a dedicated team of over 600 staff, we support more than 14,000 students each year across a broad spectrum of academic, vocational and professional programmes. With an income of £60 million in 2026/27, we are a leader in vocational education, offering a board and deep curriculum spanning T Levels, A Levels, technical and vocational qualifications, apprenticeships and specialist training in areas like aviation, healthcare, creative media, sport, engineering and electrical.

Our work is guided by our 2030 Vision Strategic Plan - a bold and ambitious roadmap that positions us as the region's foremost provider of high-quality learning and skills development. Our six strategic pillars - from delivering a responsive curriculum and impactful teaching to ensuring financial resilience and building purposeful partnerships - reflect our unwavering commitment to innovation, inclusivity and excellence.

What truly defines us though, is our culture. Our guiding principles - being united, innovative, curious, inclusive, transparent, respectful, positive, responsible, measured and proud - shape how we work together and how we serve our students and communities. These values are not just words; they are the foundation of how we lead, collaborate and grow.

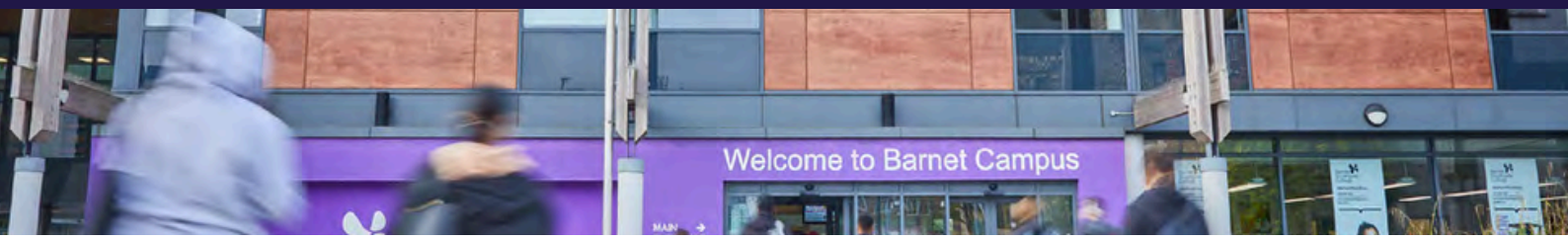
As an anchor institution, we play a vital role in regional development. We work closely with employers, industry leaders and community stakeholders to ensure our curriculum evolves with the skills landscape. With a strong focus on sustainability, equality, diversity and the integration of new technologies, we are preparing our learners not just for today's opportunities, but for the challenges and possibilities of tomorrow.

To learn more about our work and vision, visit www.barnetsouthgate.ac.uk





Our Locations



Colindale Campus
Our Colindale Campus forms an integral part of a £550 million urban master plan to regenerate the wider Grahame Park area. The campus offers contemporary educational facilities within a flexible purpose-built building.

The facility brings education and training closer to the community and offers a state-of-the-art learning environment. This includes a specialist vocational skills centre for the College's brickwork, carpentry and joinery, gas engineering and plumbing courses. The facility supports skills development and progression for learners through to higher level qualifications.

Our vocational skills centre offers access to cutting-edge facilities in line with industry advancements, including heat pump installation and maintenance training.

The campus also includes a training hair salon and beauty salons open to the public to showcase the College's hairdressing, barbering and beauty therapy courses.

Additional community services at Colindale include the London Borough of Barnet Public Library and a community services area for the Barnet Centre for Independent Living (B-CIL). B-CIL is a hub centre to provide support and advice for people with disabilities in areas such as advocacy matters, life skills, computer skills and employment. It is a centre run largely by people with disabilities for people with disabilities.

Southgate Campus
Southgate Campus runs a full range of vocational and skills courses including our popular Sports curriculum.

The Pathway Centre offers a range of Supported Learning courses combining work-related skills to cater for a wide range of needs, including students with profound and complex learning difficulties and life-limiting conditions.

The campus has undergone an £8m refurbishment project partly funded by the London Economic Action Partnership (LEAP) which has enabled the College to expand its capacity for learning space and digital access for students.

There are new areas for electrical studies and new facilities for Science, Technology, Engineering and Maths (STEM), specifically within a newly refurbished wing and the creation of advanced engineering workshops. Sports facilities have also been refurbished with a new gym, available for use by both students and staff.

Barnet Campus
The Barnet Campus is a well-established centre for those looking for a change to staying on at school to study their A Levels, T Levels and BTEC courses.

The state-of-the-art campus opened 14 years ago and successful A Level students have achieved consistently high grades over the years to secure places at a host of universities. Students say their results are down to supportive teaching, independent learning and excellent facilities.

The Barnet Campus is the home of our Creative Arts, Media, Architecture, Fashion, Childcare and Education, Health and Social Care, Business & Travel, Computing & IT courses.

Edmonton Green community connection
We also host ESOL provision at Edmonton Green, improving community cohesion in and around the Edmonton Green area.

Our Community
The two main boroughs that the College serves, Barnet and Enfield, are large and collectively contain over 670,000 people. The local economies are mixed with a focus on small to medium enterprises and micro businesses, and a wide range of industrial/business centres.

The College has well developed, excellent educational links with a wide range of partners which has enhanced and enriched the learner experience beyond that provided internally. This includes our high specification media training hub for our creative courses at the Barnet Campus, STUDIO, which was opened last February 2025 by the Mayor of London Sadiq Khan.

The College is a major employer in both boroughs and is an outstanding contributor to local authority strategies for education, employment and social regeneration.







Our Leadership Team

The core Executive Leadership Team is made up of:

- **CEO and Principal**
- **Deputy Principal Curriculum, Skills and Business Development**
- **Deputy Principal Quality of Education**
- **Deputy Principal, Student Experience, Inclusion and Personal Development**
- **Chief Finance Officer**
- **Chief People Officer**
- **Executive Director, Digital Transformation**







Job Description

Job title:	**Executive Director, Digital Transformation**
Reports to:	**CEO and Principal**
Direct Reports:	**Director of Marketing; Director, Technology, Innovation and Development**
Leadership Team:	**Member of the College Executive Team**
Key Relationships:	**Board of Governors and its committees; Executive and Senior Leadership Teams; curriculum and business support leaders; students; employers, partners, suppliers and sector bodies**
Salary:	**£90,000 per annum**
Location:	**All College campuses, with some external representation.**

Job Purpose

The Executive Director of Digital Transformation will lead the College's transformation into a digitally confident, data-informed and technology-enabled organisation. This is a new executive post, created to drive a step change in how the College works, how it communicates and how it serves its students, staff, employers and communities.

The postholder will shape and lead the College's digital vision and strategy and act as the principal adviser to the Chief Executive and Principal, the Executive Team and the Board of Governors on digital and technology matters. They will ensure that investment in digital and IT is well planned, affordable and delivers demonstrable value.

The role brings together six areas of leadership:

- **Strategy and innovation:** setting the digital direction, horizon scanning and bringing emerging technology, including AI, into the College where it adds value.
- **People and culture:** transforming the digital skills of the workforce and reshaping learning and development so staff can lead and sustain change.
- **Digital-first marketing and communications:** transforming how the College engages prospective and current students, staff, employers and stakeholders.
- **Applications, conversion and growth in student numbers:** improved communications and engagement with prospective students and other stakeholders will enhance the Colleges reputation and translate into increased applications, conversions and enrolments.
- **Planning, investment and value:** leading business planning, investment strategy and procurement for digital and IT.
- **Systems Development:** collaborating across the College to review, develop and embed effective systems, data and insights to support organisational priorities and operations.

As a member of the Executive Team, the postholder shares collective responsibility for the leadership, performance and financial sustainability of the whole College. They will use technology to improve service delivery across every area of the organisation.

Key Responsibilities

Digital vision, strategy and executive advice

- Develop, lead and regularly refresh the College's Digital Transformation Strategy (including its approach to AI), aligned to the Strategic Plan, financial strategy, curriculum plan and the needs of students, employers and the communities the College serves.
- Translate the strategy into a clear, prioritised and costed transformation roadmap, with measurable outcomes and benefits.
- Act as the principal adviser to the Chief Executive and Principal, the Executive Team and governors on digital, data and technology strategy, opportunities and risks.
- Present clear, evidence-based reports and recommendations to the Board and its committees, enabling governors to make informed decisions and hold the College to account for digital investment.
- Lead strategic oversight of cyber security, information security, data protection and digital resilience, ensuring risks are understood at board level and managed through the College's risk management framework.

Innovation and horizon scanning

- Scan the horizon for developments in technology, AI, data and sector policy and assess what they mean for the College, its students and its workforce.
- Identify and champion innovations that could improve the student experience, organisational efficiency or the College's competitive position.
- Create safe, well-governed ways to pilot, evaluate and scale new technologies, stopping what does not deliver value.
- Build external networks with other colleges, universities, employers, technology partners and sector bodies to share practice and bring new thinking into the College.
- Identify and secure external funding, grants and partnership opportunities that support the College's digital ambitions.



Workforce digital skills and learning culture

- Lead a College-wide programme to raise the digital skills and confidence of all staff, from baseline capability to advanced and specialist skills.
- Work with the People/HR function to shift the culture of learning and development towards continuous, self-directed and digitally enabled learning.
- Embed digital capability in recruitment, induction, appraisal, leadership development and professional standards.
- Establish clear ways to measure workforce digital capability and report on progress.
- Support the development of communities of practice, champions or peer learning models so teaching and support staff can share effective digital practice and pedagogy and embed new approaches consistently.
- Build a culture of curiosity, experimentation and responsible use of technology, including AI, across the organisation.

Digital-first marketing and communications

- Provide strategic leadership to the Director of Marketing, setting the direction for a digital-first approach to marketing, brand, student recruitment and communications.
- Transform how the College engages prospective students, parents, employers and communities, using digital channels, data and customer insight to improve reach, conversion and enrolment.
- Modernise internal communications so that staff are well informed, engaged and connected across all campuses.
- Ensure the College's websites, digital channels and customer journeys are accessible, consistent and of high quality.
- Take leadership responsibility and accountability for growth in student applications, conversion and enrolment as a result of modernised, digital-first marketing, recruitment, retention and conversion campaigns.
- Use data and analytics to measure the impact of marketing and communications activity and to direct resources to what works.

Business planning, investment and value for money

- Lead strategic business planning for digital and IT, including multi-year investment, capital and revenue planning and the technology lifecycle.
- Develop business cases for significant digital investments, setting out options, costs, risks and expected benefits and track benefits once delivered.
- Ensure digital and IT resources are prioritised and allocated to where they will have the greatest impact across the College.
- Ensure procurement of technology and services is compliant, well governed and delivers best value and value for money.
- Oversee strategic supplier and contract management, making sure suppliers perform and contracts are reviewed, renegotiated or exited as needed.
- Manage the budgets within the remit of the role, with accurate forecasting and timely corrective action.

Leadership of IT and digital services

- Provide strategic leadership to the Director, Technology, Innovation and Development, ensuring the College's infrastructure, systems and support services are secure, reliable, resilient and fit for the future.
- Ensure robust business continuity and disaster recovery arrangements are in place and tested.
- Oversee the College's enterprise systems and data architecture so that systems are integrated, data is accurate and staff and leaders have the information they need.
- Develop and oversee the College-wide digital systems strategy, leading the evaluation, selection, implementation and integration of systems to optimise organisational efficiency, streamline processes, reduce administrative burden, maximise value for money and deliver an effective, user-centred digital environment.
- Collaborate and consult with departments, system users and key stakeholders to understand business needs, ensure systems meet user requirements, and use data and insights to support decision-making and drive continuous improvement.
- Ensure effective governance of technology, including assurance to internal and external audit.
- Lead, develop and inspire teams within the directorate, setting clear objectives, holding them to account and building capability for the future.

Scope of the role: teaching and learning

The digital transformation of teaching, learning and assessment is led by curriculum and quality leaders, not by this role. The Executive Director will enable that work by:

- ensuring digital and IT investment and resources are planned and prioritised to support curriculum ambitions;
- ensuring the College's platforms, infrastructure and systems are reliable and fit for purpose for students and teaching staff;
- advising curriculum leaders on emerging technology and its potential and ensuring new tools are procured, governed and supported well;
- raising the digital capability of all staff, including teaching staff, through the workforce skills programme.

Executive Team and whole-College leadership

- Contribute fully to the collective leadership of the College as a member of the Executive Team, including strategic planning, financial sustainability, risk management and performance.
- Work with fellow executives to identify where technology, data and automation can improve service delivery, efficiency and the experience of students and staff in every area of the College.
- Champion a digital-first, data-informed way of working across the organisation and model the behaviours and values expected of senior leaders.
- Deputise for the Chief Executive and Principal or other executives when required and take part in executive on-call and business continuity arrangements.
- Represent the College externally with partners, employers, sector bodies and networks, building its reputation as a forward-looking organisation.

General Responsibilities

- Promote and safeguard the welfare of children, young people and vulnerable adults, in line with the College's safeguarding policies and Prevent duty.
- Promote equality, diversity and inclusion and ensure digital services and communications are accessible to all.
- Comply with health and safety legislation and College policy, ensuring a safe environment for staff, students and visitors.
- Work at all times in line with Barnet and Southgate College's values, policies and procedures, including data protection and information security.
- Undertake continuing professional development appropriate to the role.
- Carry out other duties appropriate to the level of the post, as reasonably required by the Chief Executive and Principal.

This job description is a guide to the main duties of the post. It is not exhaustive and may be reviewed in consultation with the postholder as the needs of the College change.



Person Specification

Qualifications

Essential

- Degree or equivalent professional experience at a senior level.
- Evidence of continuing professional development in leadership and in digital, technology or transformation.

Desirable

- Postgraduate or professional qualification in a relevant field.
- Recognised qualification in programme or change management, service management or procurement.

Experience

Essential

- Substantial senior leadership experience, leading organisation-wide digital transformation in a complex organisation.
- Developing and delivering a digital or technology strategy that achieved measurable improvements in service, efficiency or customer experience.
- Advising and influencing executive teams and boards on digital and technology strategy, investment and risk.
- Leading major culture change, including raising workforce digital skills and changing how people work.
- Leading business planning and investment for digital and IT, including business cases, benefits realisation and multi-year budgets.
- Leading complex procurements and strategic supplier relationships that delivered value for money.
- Leading and developing senior managers and multi-disciplinary teams.

Desirable

- Leading or overseeing marketing, communications or customer engagement with a digital-first approach.
- Working in further education, higher education, skills or the wider public sector.
- Securing external funding or building strategic technology partnerships.

Knowledge and Understanding

Essential

- Current and emerging technologies, including AI, data and automation and how they create value for organisations.
- The principles of cyber security, data protection, digital risk and technology governance and how to provide assurance to a board.
- Effective approaches to workforce development, digital capability frameworks and organisational culture change.

Desirable

- Public sector procurement rules, contract management and value for money principles.
- Digital marketing, customer insight and data-driven communications.
- The further education landscape, including funding, accountability, inspection and the policy context for skills.

Essential Skills and Abilities

- Strategic thinking: able to set a compelling vision and translate it into a clear, prioritised plan.
- Horizon scanning: able to judge which developments matter and turn insight into action.
- Commercial and financial acumen: able to build and challenge business cases and make sound investment decisions.
- Excellent communication: able to explain complex digital issues clearly to governors, executives, staff and students.
- Influencing and stakeholder management: able to build support and lead change without relying on formal authority.
- Using data and evidence to make decisions, measure impact and report on performance.
- Leading programmes of change, managing competing priorities, risks and interdependencies.

Essential Personal Qualities

- A collaborative executive who contributes to whole-College leadership, beyond their own portfolio.
- Curious, innovative and open to new ideas, with sound judgement about risk.
- Resilient and adaptable, able to lead others through uncertainty and change.
- Leads by example, with credibility, visibility and integrity.
- Committed to the College's mission, values and to improving outcomes for students.
- Committed to equality, diversity, inclusion and safeguarding.

How to Apply

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.

1

Initial Discussion

Prior to submitting an application, interested parties should arrange an initial conversation with our FE Associates lead consultant, by emailing **Amanda.Hart@fea.co.uk**, to discuss the role before the closing date.

2

Recorded First-Stage Teams Interview

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.

3

Apply Online

Please visit **www.fea.co.uk/job/bsc-eddt** and complete the registration form to access the online application form and the equality and diversity form. At Step 2: Submitting your application, click Apply now.

4

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.

5

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.

Key Dates

Closing date for applications: 9am on Tuesday 24 November 2026.

Interviews to take place on Thursday 10 December 2026.

Barnet Southgate College



Thank you for your interest

in joining Barnet and Southgate College and considering us as the next step and destination in your career.

To discuss the role, contact FEA's lead consultant **Amanda.Hart@fea.co.uk**

www.barnetsouthgate.ac.uk

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