



Candidate brief for the position of
Director of Business Development

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Welcome

Dear Colleague

Director of Business Development

Thank you for your interest in the role of Director of Business Development at Morley College London.

The role

This is a new position, created to support the delivery of the College's Strategic Plan 2026-2030 – and in particular the Growth elements of that Plan – which launched in October 2026. The role has broad scope, and as such we welcome applications from a diverse range of backgrounds. You might:

- have a retail background with a strong instinct for how we grow our 'off the shelf' and bespoke short course offer,
- be from the HE sector, with a keen understanding of how to build the market for our nascent Creative Practice offer,
- work within London's cultural sector, and have a strong sense of how Morley's cultural assets (our radio station, gallery and exhibition services and event series) can be turned into true drivers of growth,
- be working in the charitable sector, and be drawn to Morley's strong sense of social justice and how to communicate that message to donors and funders,
- be fulfilling a similar role in another FE institution, and be looking to bring that experience to Morley's unique set-up,
- come from the commercial world with a passion to bring your skills to an educational/mission-led organisation,
- be all or none of the above...

As Director of Business Development, you will work with me to lead the College's renewed focus on sustainable and inclusive growth. You will develop new income streams, expand fundraising and project income and build high-value partnerships with employers, community organisations and other stakeholders.

You will also provide strategic leadership across sales, marketing, communications and engagement, turning ambition into strong plans, effective partnerships and lasting impact for the communities we serve.

We are looking for an outstanding and forward-thinking leader who combines strong commercial instinct with a real understanding of the markets in which we operate, and who can help us spot and shape new opportunities for growth.

This is a role for someone who is energetic, collaborative and curious, with the confidence to ask thoughtful questions, challenge assumptions constructively and bring fresh thinking that will help the College thrive in a changing environment.

Introducing Morley College London

I am delighted to introduce you to Morley College London: a college with a proud history, a strong social purpose and an exciting future. Founded in 1889, Morley is one of the UK's oldest and largest specialist providers of adult learning and London's largest Institute of Adult Learning.

We make a unique contribution to the capital's further, adult and higher education landscape, offering a broad and distinctive curriculum that ranges from essential English, maths and digital skills through to our nationally recognised strengths in the arts, creative industries and social and applied sciences.

Our students include adults looking to reskill, change careers, return to work or improve their prospects; young people progressing towards employment or higher education; individuals seeking to improve their English language skills; and adults who find personal development, creativity and enrichment through our short courses in arts, culture and social and applied sciences.

Morley is a place of creativity, community and ambition. Our mission is to empower people through the transformative impact of learning, to develop their economic and social prosperity and drive innovation and productivity across London. Our vision is to be an inclusive college for London, where exceptional education and skills enable all learners to reach ambitious outcomes, delivering significant impact within London's skills ecosystem.

Our cultural offer – including Morley Gallery, Morley Radio, concerts, events and student showcases – further enriches learning and strengthens the unique identity of the College.

Since 2020, Morley has undergone significant transformation. We have expanded from our historic Waterloo base into North Kensington and Chelsea, extending our reach and impact across London. Alongside our strong lineage in specialist adult education, we have established a broadened educational offer, including Higher Education provision and a growing cohort of 16–18-year-old learners at our Chelsea and North Kensington centres.

As we enter the 2026-2030 strategic period, Morley is financially resilient and well positioned to pursue managed growth, widen participation and remain stable in an uncertain funding landscape.

Our strong visibility, trusted relationships with local authorities and established partnerships with community organisations and employers enable us to attract learners from every London borough and beyond. This gives us a strong foundation for a scalable and sustainable model for the future.

What makes Morley special is not only what we teach, but how we work. Our curriculum is delivered by outstanding specialist practitioners and our students consistently progress, achieve and return at high rates. We are a collaborative and inclusive community that puts students first and values the expertise, commitment and care of our staff.

Our strategic priorities are focused on delivering exceptional education, driving sustainable growth and securing Morley's future through transformation. These priorities are underpinned by our values of inclusion, collaboration, innovation and ambition. We want colleagues who are curious, ambitious and ready to contribute to a culture of continuous improvement. In return, we aim to provide a workplace where people feel supported, respected and able to thrive.

Next steps

If you are looking for a role where you can make a meaningful difference, work with talented and committed people and contribute to a college with real purpose and momentum, I hope you will consider Morley College London. We would be delighted to receive your application and to welcome you to our community.

We have appointed FE Associates to support us with this important appointment. Interested parties are strongly encouraged to make contact with our lead consultant at FEA, Lucy.Horne@fea.co.uk, to have an initial discussion about this opportunity.

With best wishes

Matthew Cunningham

Vice Principal: Engagement and Growth



Job Description

Title:	Director of Business Development
Salary:	Competitive
Reports to:	Vice Principal: Engagement and Growth
Manager to:	Head of Sales and Marketing Head of Communications and Engagement
Base:	Waterloo Centre. Postholder will be required to work across College sites and at other locations

Role Purpose

The Director of Business Development will work directly with the Vice Principal for Engagement and Growth in overseeing the development and implementation of the college's Engagement and Growth sub-strategy, which outlines a comprehensive commercial, employer partnership and business development approach.

The postholder will drive the overarching commercial direction of the college to support sustainable revenue growth, identifying and evaluating opportunities in new and existing markets to generate profitable income across adult skills training, project funding and philanthropic fundraising.

This role provides strategic leadership to the Sales and Marketing, Communications and Engagement and newly emerging functions, empowering these departments to execute operational campaigns while ensuring all initiatives seamlessly align with the college's 2026–2030 Engagement and Growth Sub-Strategy.



Main Accountabilities

- Provide visionary leadership to the business development, sales, marketing and communications functions, creating a high-performance culture of commerciality and entrepreneurship.
- Translate the college's strategic vision into actionable business plans and campaigns, ensuring the vision is widely shared and operationalised across the team.
- Line manage the Head of Sales and Marketing and the Head of Communications and Engagement, providing mentorship, setting clear performance targets and maintaining strategic oversight without duplicating operational delivery.
- Working closely with colleagues across the college, develop and implement a robust plan for stakeholder engagement, business development, and commercial growth.
- Achieve all commercial sales, revenue and learner number targets, identifying and pursuing new business opportunities to expand market presence.
- Lead on bid writing and non-curricular commercial income generation.
- Working closely with colleagues in curriculum departments, champion innovation in the development of new skills and training solutions that meet the needs of employers and the local and regional labour market.
- Cultivate and maintain strong relationships with key stakeholders, employers, community groups and industry partners, acting as a lead ambassador for Morley College London.
- Ensure that robust labour market intelligence (LMI) and regional strategies – such as the London LSIP and London Growth Plan – are embedded into the college's business planning and shared internally.
- Ensure that any new partnerships are entered into in line with the college's financial regulations, managing budgets effectively and mitigating reputational and financial risk.
- Ensure the successful achievement of both college-wide and departmental work plans, monitoring performance metrics and preparing regular reports for the Senior Leadership Team and Governing Body.



General College Responsibilities

Safeguarding children and vulnerable adults

The postholder will be expected to promote with staff and students the importance of safeguarding the welfare of children and vulnerable adults they are responsible for and come into contact with.

This job description is not exhaustive and as such the postholder is expected to be flexible. Any changes of significance will only be made following a discussion with the postholder.

Working With

Your network in this role will be amongst the most comprehensive of all staff at Morley, but key internal contacts will include:

- **Senior Leadership Team, notably**
 - **Principal/CEO**
 - **Deputy Principal: Curriculum Policy and Strategy**
 - **Chief Finance and Operations Officer**
- **College Leadership Group, notably**
 - **Campus Principals x 3**
 - **Heads and Deputy Heads of School/Curriculum Area**
 - **Director of Estates**
 - **Director of Finance**

You will have direct line management responsibility for:

- **Head of Sales and Marketing**
- **Head of Communications and Engagement**

DBS Status

This post is exempt from the Rehabilitation of Offenders Act 1974 and is regulated activity. The postholder will be required to obtain an Enhanced DBS Disclosure, including a barred list check.



Person Specification

ESSENTIAL CRITERIA

Experience

- Significant experience in a senior business development, sales or commercial leadership role within a large complex organisation.
- A demonstrable track record of success in securing increased revenue, achieving stretching targets and generating full-cost commercial income streams.
- Proven experience in leading, inspiring and managing effective teams and senior direct reports.
- Extensive experience of managing complex budgets effectively and overseeing contract delivery to agreed KPIs and timescales.
- Successful experience of taking a strategic perspective, developing effective strategies and implementing them through rigorous operational plans.
- Proven successful bid writing and project management experience.

Skills, Knowledge and Abilities

- Ability to demonstrate flexibility and team working.
- Strong interpersonal and ambassadorial skills with the ability to relate to, negotiate with, and influence a diverse range of internal and external stakeholders.
- An excellent communicator with strong oral and written communication skills, capable of preparing and presenting formal business reports.
- A strong ability to understand, analyse and present data (including LMI and financial information) and to develop appropriate and effective courses of action based on it.
- Commercially astute with a strong knowledge of the context of FE skills provision, including GLA funding and regional strategies such as the London LSIP.
- Highly IT literate across the suite of Microsoft Office applications and experienced in utilising a range of information systems.
- Personally organised and able to effectively plan work to ensure delivery whilst recognising the need for adaptability as priorities shift.

Disposition and Attitude

- Pleasant and helpful approach at all times.
- Work in a professional and confidential manner with a high degree of integrity and flexibility.
- A commitment to safeguarding and promoting the welfare of children and young people receiving education and training.
- Able to work with and respect, personal or sensitive information and treat this data in confidence and accordance with the Morley College London Data Protection policy.
- Committed to a policy of equality which is relevant to all students, staff, clients and members of the public, regardless of race, creed, colour, ethnic origin, nationality, gender, sexual orientation, age and disability.

Qualifications and Training

- Willing to undertake any training connected with the post.
- Willing to undertake statutory training in connection with safeguarding, data protection, equality and diversity and Prevent.
- A degree or equivalent qualification.
- Have a commitment to and be able to demonstrate knowledge of health and safety and equality and diversity as appropriate to the post.
- A clear understanding of Safeguarding and Prevent and the ability to create and sustain a learning environment in which the safety and welfare of children and vulnerable adults is paramount.

DESIRABLE CRITERIA

- A recognised higher-level qualification (e.g., Master's degree) or Level 5+ management qualification.
- Knowledge of qualification and assessment frameworks in academic and vocational post-16 education.
- Evidence of recent and relevant CPD.



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 **Lucy.Horne@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/morley-dbd** 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 Monday 7 December 2026.

Interviews to take place on Thursday 17 December 2026.