



Relationship Manager

Recruitment pack: January 2024

About the role

We have an exciting opportunity for a dynamic, engaging and dedicated SEND professional to join ASDAN's well-established relationship management team as Relationship Manager, located in the north of England.

About us

ASDAN's mission is to engage young people aged 11 to 25 years in greatest need to achieve meaningful learning outcomes, which elevate them to progress to further education, training or work and empower them to take control of their lives.

As we enter our fourth decade, our education strategy is at a cross roads:

- We are clear that our priority is to nurture the talents and abilities of young people in greatest need: those living in poverty, without support for their emotional and social needs, those with a special educational need or disability, those not engaged or succeeding in their education, who miss an English and/or Maths pass at 16 or subsequently, and who are at risk of becoming NEET.
- We are becoming clearer about the knowledge, skills and attributes young people need for learning, work and life now and in the future, which we are uniquely placed to foster.
- We are redefining the distinctive ways in which we support teachers to do this through engaging and blended pedagogy and professional learning.
- We are reviewing how we assess and quality assure our qualifications and curriculum programmes so that learners' achievements are valued and held in high esteem, by themselves and others.

Re-invigorating our networks with members – from mainstream and special schools, alternative provision settings, further education and the informal learning community – is part of our distinctive, collaborative approach to co-designing courses for the young people we aim to serve.

As a member of our Relationship Management team you would be at the forefront of this work, acting at the interface of ASDAN the charity, and ASDAN the network. As such, you will play a key part in helping us realise our ambition to become a learning organisation at the hub of our professional learning communities.

About the role

About you

We are looking for a professional who can manage complex relationships with our members by providing information, advice and guidance on using our offer within or to form a curriculum for learners. The successful applicant will have SEND expertise and experience to support our members to develop and deliver our courses through the provision of training and professional learning.

Performance and impact will be measured against a series of member recruitment, retention and growth targets and through developing the quality and value of ASDAN's offer.

Applicants will work from home, with occasional travel required to centres, predominantly in the North of England, and to our head office in Bristol.

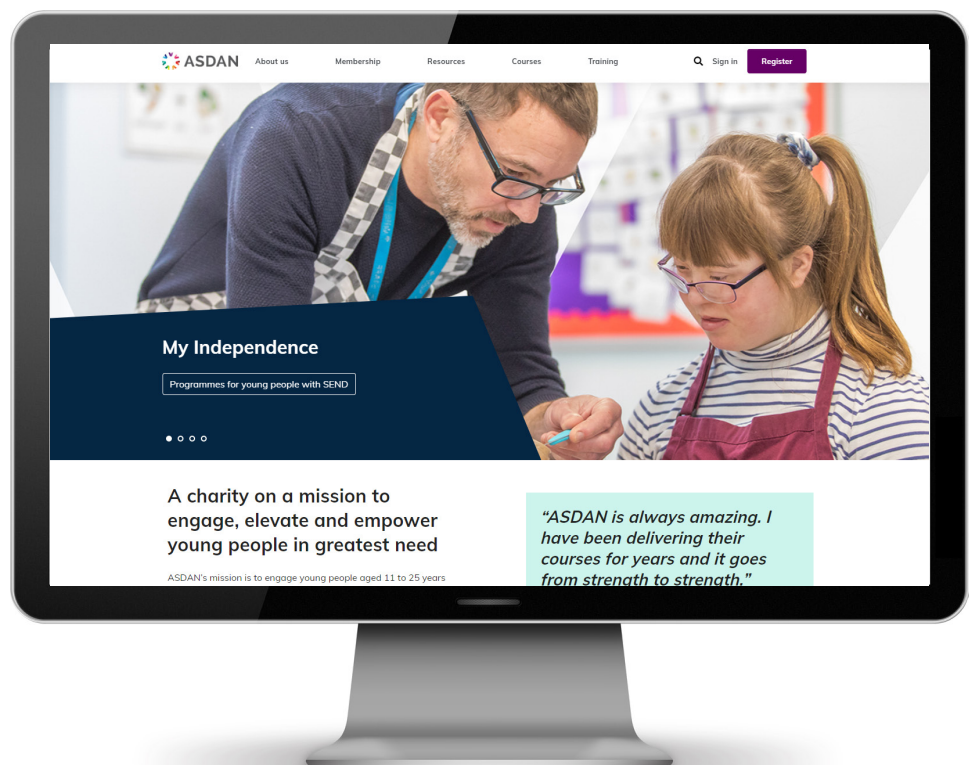
For more information about the role

🔗 [Conditions and how to apply](#) (page 4)

🔗 [Role description](#) (pages 5–8)

🔗 [Person specification](#) (pages 9–10)

For further information about ASDAN, please visit our website: asdan.org.uk



Conditions and how to apply

Contract	Permanent
Salary	£35, 609 (Band 6)
Hours of work	Full time – 37.5 hours, 5 days per week
Pension	Scottish Widows. Post holder has option of two levels of contribution: <ul style="list-style-type: none">• employee 3% employer 6%• employee 6% employer 9%
Leave entitlement	27 per annum days initially, rising an additional day per year to max 32 days, in addition to statutory bank holidays
Location	Home-based

How to apply

To apply for this position, of the ASDAN website asdan.org.uk/vacancies where you will find the job description and application form. You are welcome to submit a CV alongside your completed application form. Only applications made using the application form will be considered. Within your application form, please include a clear outline of why you feel you would be suitable for the position, including examples of your skills and experience, referring to the person specification as appropriate. Please email your applications to personnel@asdan.org.uk.

It would be appreciated if you could complete ASDAN's equalities, diversity and inclusion (EDI) monitoring form at the time of your application. This information will be treated as confidential for monitoring purposes only and kept separate from your application.

Key dates

- Applications close: Thursday 08 February at noon
- Interviews: Tuesday 20 February

Interviews will be held remotely via Microsoft Teams.

For an informal conversation about this opportunity, please contact personnel@asdan.org.uk to arrange.

For further information about ASDAN, please visit our website: asdan.org.uk

Role description

Title	Relationship Manager
Accountable to	Head of Member Engagement
Liaison with	Relationship Management team plus cross-organisation teams, primarily the Centre Support team, Compliance team, and the Associate Director for Professional Learning and Innovation and Head of Professional Learning

Job purpose

To collaborate with colleagues to provide information, advice and guidance to practitioners to achieve positive outcomes for learners from ASDAN courses, including the provision of training and support meetings.

To be a curriculum expert in order to advise centres expressing interest in our courses to shape the most effective pathway for their learners.

To build and maintain productive relationships with key decision and policy makers in centres in membership to contribute to achieving targets for membership recruitment and retention.

To support the implementation and facilitation of professional learning communities for members, including actively encouraging practitioners to participate.

Responsibilities

- 1 Manage the relationship with centres in membership to ensure they receive effective information, advice and guidance on ASDAN's courses and resources in a timely manner
- 2 Facilitate existing and new members' participation in ASDAN's professional learning communities
- 3 Develop and deliver a plan in collaboration with colleagues to recruit new members and grow engagement with existing members
- 4 Design and deliver training and CPD opportunities to support members to successfully implement ASDAN courses and achieve positive outcomes for learners
- 5 Contribute to internal KPI reporting, and informing new course development as well as the maintenance of ASDAN's existing offer
- 6 In common with all staff

Role description

Key duties

- 1. Manage the relationship with centres in membership to ensure they receive effective information, advice and guidance on ASDAN's courses and resources in a timely manner**
 - a Establish and maintain the highest levels of support for centres in membership as part of a team, providing timely information, advice and guidance to enable them to deliver ASDAN courses effectively
 - b Work collaboratively with relationship management team colleagues to manage ongoing requests for information and advice from members and new centre enquiries, and provide consistent support, using the CRM to keep an up-to-date record of interactions with members
 - c Provide moderation and verification for ASDAN's moderated programmes
 - d Gather feedback and insights from new and existing members to inform our evidence-informed approach to curriculum and professional learning design
- 2. Facilitate existing and new members' participation in ASDAN's professional learning communities**
 - a To be a curriculum expert and confident leader of professional learning for a specified professional learning community
 - b Develop own curriculum and pedagogical expertise to model in all aspects of supporting members' professional learning, including through training, support and professional learning communities
 - c Seek opportunities to develop personal knowledge of this curriculum area and to engage in external communities operating in the field to ensure we maintain an evidence-informed offer
 - d Organise opportunities for members to network and learn with and from other centres offering learning and assessment
 - e In liaison with the Head of Member Engagement, work closely with the Associate Head of Professional Learning to develop facilitation and pedagogical expertise, ensuring evidence-informed practices are modelled in professional learning communities and that member experiences in professional learning communities are engaging, relevant and purposeful
- 3. Develop and deliver a plan in collaboration with colleagues to recruit new members and grow engagement with existing members**
 - a Work with the Head of Member Engagement and Marketing and Communications Manager to develop and implement a plan to proactively promote ASDAN's courses to existing members in line with priorities and the Marketing and Communications strategy
 - b Work with the Head of Member Engagement and Centre Support Team Manager to develop and implement processes to respond to enquiries from centres expressing interest in ASDAN courses

Role description

- c Promote and provide advice on the use and impact of ASDAN products and services to key decision makers, attending and presenting at regional events, forums and conferences as appropriate
- d Identify and exploit opportunities to increase levels of awareness of, and engagement in, ASDAN courses with prospective members
- e Use the CRM to record leads and ensure they are suitably followed-up
- f Put forward members for case studies and involvement in focus groups and wider work to showcase good practice, demonstrate impact and support the promotion and development of ASDAN's offer

4. Design and deliver training and CPD opportunities to support members to successfully implement ASDAN courses and achieve positive outcomes for learners

- a Work alongside colleagues across the Operations directorate and the professional learning and innovation team to design and develop, review and evaluate training provision
- b Deliver training for centres and existing members including workshops, webinars and in-service training (INSET) as required
- c Contribute to training and development advice to implement the delivery of the training plan for centres as directed
- d Plan and develop annual themed support events to support members in their delivery of ASDAN courses by addressing and providing solutions for key issues
- e Support the evaluation of training and the development of ASDAN's training offer

5. Contribute to internal KPI reporting and informing new course development as well as the maintenance of ASDAN's existing offer

- a Provide monthly reports on membership recruitment and retention activity to the Head of Member Engagement and other colleagues as required, with analysis of the effectiveness of different tactics to recruit new and grow engagement with existing members
- b Support the Operations directorate in the development of new and updating of existing courses and resources, sharing feedback from members delivering ASDAN courses
- c Liaise with the Professional Learning and Innovation team to identify opportunities for review, improvement and innovation projects, including curriculum design and professional learning opportunities
- d Deliver any other specific duties/tasks ASDAN request in consultation with the Head of Member Engagement

Role description

6. In common with all staff

- a To support the charitable purposes of ASDAN
- b To work collaboratively and be accountable for your contribution to ASDAN's strategy and values
- c To manage ASDAN's resources effectively and efficiently
- d To provide the highest standards of customer service to customers of ASDAN
- e To support collectively leadership, development and relationship building across ASDAN, and with relevant markets and stakeholders
- f To participate in ASDAN's annual review process and undertake appropriate training and development, ensuring up to date knowledge and practice is applied and maintained for the efficient and effective performance of the post, supporting ASDAN's strategic objectives
- g To effectively promote the safety and well-being of children, young people and all vulnerable individuals, in line with ASDAN's safeguarding policy
- h To uphold and promote ASDAN's Equality policy and practices, respect the unique contribution of every individual and to work positively in an environment that promotes equality and diversity
- i To ensure awareness of and compliance with all health and safety requirements in accordance with the provision of health and safety legislation
- j To keep up to date, according to your role, for the efficient execution of the role, with new legislation, procedures and methods
- k To comply with the requirements of GDPR (General Data Protection Regulation) and follow good practice with regards to the security and confidentiality of information
- l To present an appropriate professional image of ASDAN

It should be understood that this job description may change as ASDAN develops, following discussion and agreement with the post holder. The post holder will be expected to adopt a flexible approach to ensure the efficient and effective running of ASDAN. The post holder will have full opportunity to discuss and be active in changes or developments.

Person specification

Qualifications and experience	Essential or desirable
• Educated to degree level or equivalent vocational qualification in a relevant topic	Essential
• Experience of managing complex relationships with teachers, educators and staff who support learning	Essential
• Experience of managing complex relationships with leaders of learning	Essential
• Experience of delivering training or presenting to diverse audiences	Essential
• Experience of working with learners with SEND and/or developing the independent living skills of learners.	Desirable
• Experience of developing and delivering professional learning for teachers and educators	Desirable
• Experience of moderating learner work	Desirable
• Experience of delivering an ASDAN qualification or programme	Desirable
• Experience of using CRM systems	Desirable
• Experience of designing and implementing learning programmes	Desirable
• Experience of working with “young people in greatest need” and/or their teachers and mentors	Desirable

Skills, knowledge and expertise	Essential or desirable
• Knowledge of the UK education sector	Essential
• Skilled in reporting and analysing data and information	Essential
• Skilled at organising and prioritising own workload	Essential
• Skilled in managing competing deadlines and a diverse workload	Essential
• Excellent interpersonal and communication skills	Essential
• Skilled in Microsoft Office	Essential
• Knowledge of the SEND sector	Essential
• Knowledge of performance management tools	Desirable
• Knowledge of marketing tools and techniques	Desirable
• Knowledge and understanding of quality assurance of education programmes and qualifications	Desirable

Person specification

Personal qualities expected of all staff

- Demonstrable commitment to high standards of customer service
- Highly professional standards of behaviour at all times
- Diligently apply principles of GDPR and information assurance.
- Highly motivated and proactive
- A collaborative team player
- Calm under pressure and in changing circumstances
- Flexible, friendly and helpful
- Able to work positively and creatively, combining a responsible approach to securing ASDAN's core business and heritage with an entrepreneurial approach to winning and growing new business

📷 ASDAN staff working collaboratively at one of our twice-yearly learning day events



