

A group of four business professionals (three men and one woman) are gathered around a clipboard, engaged in a collaborative discussion. The man on the left is wearing a dark grey suit, the woman in the center is wearing a tan blazer, the woman on the right is wearing a light blue shirt, and the man on the far right is wearing a dark blue suit. They are all smiling and looking at the clipboard. The background features a modern office setting with a large blue geometric graphic on the right side.

# Director of Impact and Growth



Recruitment pack:  
September 2025

# Message from the CEO

I am delighted to invite applications for the role of **Director of Impact and Growth**, a new and pivotal position within ASDAN's leadership team. This is an exciting opportunity to join us at a time of significant change and possibility, as the education and skills landscape continues to evolve.

At ASDAN, we are driven by a clear purpose: to engage, elevate, and empower learners whose life chances are too often constrained by poverty, exclusion, or systemic barriers. We believe education should be a force for equity, enabling every learner to discover their abilities, build confidence, and take control of their future. That belief has guided ASDAN since our foundation, and today it feels more urgent than ever.

Our 2025–2028 strategy reflects that purpose. We are investing in innovation, strengthening our qualifications and curriculum offer, and launching a new digital platform to better support learning and track progress. We are also deepening our work with partners to help educators nurture the essential skills that young people need for life, learning and employment. As we look to the future, we remain focused on impact, engaging learners with diverse needs, elevating their achievements, and empowering them to shape their own futures. We are also growing our international reach, expanding into regions where inclusive, skills based education is a shared priority. And everything we do is rooted in our values: ethical, diverse, collaborative, and innovative.

As Director of Impact and Growth, you will play a vital role in shaping ASDAN's future and ensuring our voice is heard across the wider sector. This is about more than organisational growth; it is about extending our influence, to ensure learners who are too often left at the margins are placed at the centre of national and international conversations about education and skills.

You will join a team who share a commitment to innovation, equity, and impact. Together, we are building an organisation that not only delivers with excellence but also speaks with authority and amplify the experiences of learners and educators, and championing inclusive approaches that can transform opportunities.

If you are motivated by the challenge of shaping a fairer education system and excited to help take ASDAN's mission and voice to a wider stage, I would be thrilled to welcome you to our team. This is a chance to be part of a bold new chapter for ASDAN, and to make a lasting difference to learners whose potential deserves to be recognised and realised.

**Melissa Farnham**

Chief Executive Officer, ASDAN



# About the role

ASDAN is an education charity and awarding organisation providing courses, accredited curriculum programmes and regulated qualifications to engage, elevate and empower learners with diverse needs. The Director of Impact and Growth is a senior leader, responsible for driving the delivery, quality, and expansion of ASDAN's programmes and qualifications. This role will ensure effective delivery of strategic priorities, the growth and support of a diverse and international membership, and the quality assurance of all delivery functions.

The post-holder will oversee a multidisciplinary team and work across the organisation to ensure ASDAN's offer is delivered with excellence and impact, empowering more young people, especially those at the margins, to thrive. The role also supports the CEO in building ASDAN's external profile and influence across the education and skills sector.

## About you

Educated to degree level, or with similar equivalent experience, you will have senior leadership experience in education, training, or charity settings with international or multi-site delivery. Along with a proven track record of leading strategic delivery, quality assurance, and organisational growth, you will be 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.

Applicants will be working a hybrid arrangement, with approximately 50 per cent of their working week from our head office in Bristol office and the remainder from home. This is a full time, 37.5 hour week role.

The organisation is committed to diversity and inclusion and welcomes applications from candidates of all backgrounds.

## For more information about the role:

[!\[\]\(3e2231b1ad3ca8da8658228c00dd08e0\_img.jpg\) conditions and how to apply](#) (page 4)

[!\[\]\(5361750c22c4e047a52f4eac1ec2d4cc\_img.jpg\) role description](#) (pages 5–7)

[!\[\]\(870f5d5e9c0d57485634be3ecf52f3ca\_img.jpg\) person specification](#) (pages 8–9)

# Conditions and how to apply

<b>Contract</b>	Full-time, permanent
<b>Salary</b>	Circa £70,000 (dependent on experience)
<b>Hours of work</b>	Full time: 37.5 hours, 5 days per week
<b>Pension</b>	Scottish Widows. Post-holder has option of two levels of contribution: <ul style="list-style-type: none"><li>• employee 3% employer 6%</li><li>• employee 6% employer 9%</li></ul>
<b>Leave entitlement</b>	Starting at 27 days per annum, rising an additional day per year to maximum 32 days, in addition to statutory bank holidays.
<b>Location</b>	Hybrid (Bristol and remote)

## How to apply

To apply for this position please visit the vacancies section of the ASDAN website [asdan.org.uk/vacancies](https://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 a suitable applicant 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](mailto: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: 24 October 2025

Interviews will be held at ASDAN's main office in Wainbrook House, St George, Bristol. Date to be confirmed, following close of applications.

For an informal conversation about this opportunity, please contact [personnel@asdan.org.uk](mailto:personnel@asdan.org.uk) to arrange. For further information about ASDAN please visit our website: [asdan.org.uk](https://asdan.org.uk)



# Role description

<b>Title</b>	Director of Impact and Growth
<b>Accountable to</b>	Chief Executive Officer

## Job purpose

The Director of Impact and Growth is a senior leader responsible for driving the delivery, quality, and expansion of ASDAN's programmes and qualifications. This role will ensure effective project management of strategic priorities, the growth and support of a diverse and international membership, and the quality assurance of all delivery functions.

The post-holder will oversee a multidisciplinary team and work across the organisation to ensure ASDAN's offer is delivered with excellence and impact - empowering more young people, especially those at the margins, to thrive. The role also supports the CEO in building ASDAN's external profile and influence across the education and skills sector.

This role does not lead curriculum or content development, which is the responsibility of the Director of Education, Innovation and Research.

## Key responsibilities

1. Strategic delivery and growth
2. External profile and engagement
3. Team leadership and line management
4. Quality and regulatory oversight
5. Data insight and continuous improvement

## Key duties

### 1. Strategic Delivery and Growth

- a Lead the implementation of ASDAN's strategic delivery priorities through strong project management and cross-organisational coordination.
- b Drive national and international membership growth, including in schools, FE, SEND, AP, and employer settings.
- c Oversee the development of scalable delivery models and support structures that meet the diverse needs of ASDAN centres worldwide.

# Role description

## 2. External Profile and Engagement

- a Lead on promoting ASDAN's work across the education and skills sector to build brand presence and influence
- b Support the CEO with strategic sector engagement, including key networks, stakeholders, and international partnerships.
- c Represent ASDAN at member-facing events, conferences, and partnership forums.

## 3. Team Leadership and Line Management

- a Line manage and provide strategic leadership to:
  - Head of Business and Growth
  - Head of Education Development Partners
  - Head of Qualifications (also the Responsible Officer for Ofqual)
- b Ensure alignment across these teams to deliver growth, quality, and regulatory compliance.
- c Foster a high-performance culture that is inclusive, responsive, and values-driven.

## 4. Quality and Regulatory Oversight

- a Oversee the quality assurance of all delivery, including centre support, training, moderation, and evaluation.
- b Ensure ongoing compliance with Ofqual regulations through close collaboration with the Responsible Officer and Quality team.
- c Embed robust systems for quality improvement, risk management, and member satisfaction.

## 5. Data, Insight and Continuous Improvement

- a Use internal data and member insight to track progress, identify opportunities, and improve delivery and support models.
- b Collaborate with the Research and Impact team to align delivery with emerging evidence and ensure impact is measured and communicated.
- c Ensure ASDAN remains responsive to national and international trends in education, skills, and workforce development.

# Role description

## **And with the Chief Executive and director team to lead ASDAN as a learning organisation by:**

- a Making visible and embedding a common understanding of ASDAN's strategy and values and how we put these into practice through operational, research and development, and IT plans, HR policies and practices, and our shared ways of working
- b Organising working practices and environments that actively support the mental and physical wellbeing of all staff
- c Creating CPD opportunities for all staff, all year round – ensuring ASDAN develops and secures the requisite skills, knowledge and experience to achieve its strategy and values
- d Establishing and modelling clear guidelines for collaboration in cross organisational projects
- e Embedding research and evidence-informed decision-making processes that ensure high quality recommendations and options for decision making
- f Establishing and modelling effective communication and knowledge sharing within and beyond ASDAN
- g Investing wisely in partnerships and networks to achieve sustainable connection with like-minded organisations
- h Establishing a flatter and fit for purpose organisation structure and culture with devolved opportunities and support for leading and decision making
- i Developing a common approach to leading change within ASDAN and with our members and stakeholders

## **And by committing to:**

- a Participate in collective decision making, accept and represent a majority decision of the directors unless specifically authorised not to do so
- b Disclose any incident, act, conviction, finding, disqualification or proceeding which may lead to consideration of the suitability to act as a senior leader of the organisation

# Person specification

Education
<ul style="list-style-type: none"> <li>• appropriate Degree in related field (or equivalent experience).</li> </ul>


Experience and skills	Essential or desirable
<ul style="list-style-type: none"> <li>• senior leadership experience in education, training, or charity settings with international or multi-site delivery.</li> </ul>	Essential
<ul style="list-style-type: none"> <li>• proven track record of leading strategic delivery, quality assurance, and organisational growth.</li> </ul>	Essential
<ul style="list-style-type: none"> <li>• strong project management skills with the ability to manage complexity, prioritise, and deliver at pace.</li> </ul>	Essential
<ul style="list-style-type: none"> <li>• experience leading high-performing teams across multiple functions and geographies.</li> </ul>	Essential
<ul style="list-style-type: none"> <li>• commitment to ASDAN's mission of securing equity in education for all learners.</li> </ul>	Essential
<ul style="list-style-type: none"> <li>• experience working with awarding bodies or regulated qualifications.</li> </ul>	Desirable
<ul style="list-style-type: none"> <li>• knowledge of education regulation and qualification delivery (ideally including Ofqual frameworks).</li> </ul>	Desirable
<ul style="list-style-type: none"> <li>• understanding of inclusive and personalised education approaches, including project-based learning</li> </ul>	Desirable
<ul style="list-style-type: none"> <li>• familiarity with international education models or transnational programme delivery.</li> </ul>	Desirable



# Person specification

## Personal qualities:

- highly professional standards of behaviour
- highly motivated and proactive
- a collaborative team player
- 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

 **Below:** ASDAN staff working collaboratively at one of our yearly learning day events



