



Education Development Partner

Recruitment pack: August 2025

About the role

As ASDAN looks forward to expanding our membership and reaching more learners, we have an exciting opportunity for a dynamic, engaging and dedicated professional to join the ASDAN team

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. As we launch our new strategy, we have ambitions to increase our membership and networks across a range of settings including primary, secondary and special schools, alternative provisions, further education, social care, the criminal justice system, and the informal learning community, reaching and benefitting ever more learners through ASDAN's distinct pedagogy and course offering.

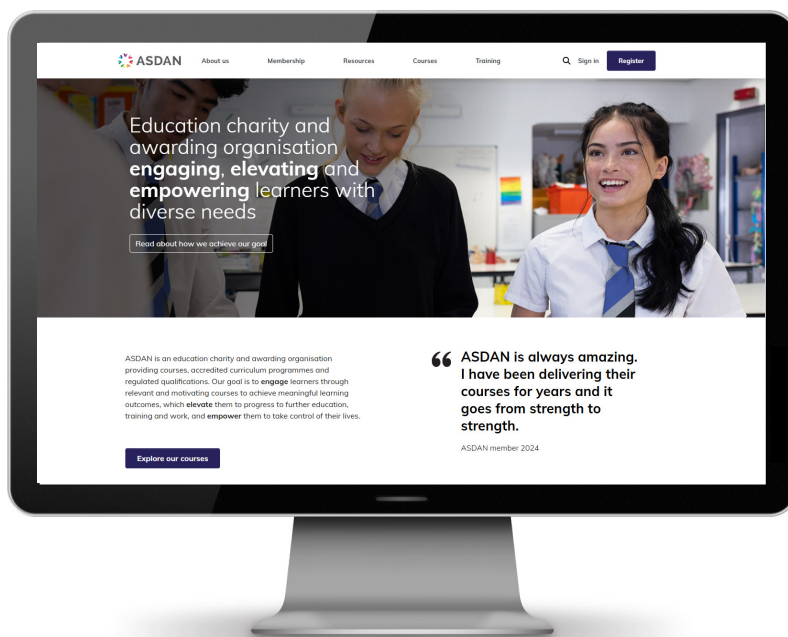
About you

As an Education Development Partner you will be responsible for building partnerships and carrying out plans to grow and deepen the impact of ASDAN courses. This includes working with senior leaders to co-create solutions that align with their goals, which expand the use of ASDAN within the curriculum and improve learner outcomes.

Role holders will assume responsibility for developing their understanding in a specific segment in order to provide specialist support and identify opportunities for product development and increased member benefits, working collaboratively with colleagues across the organisation.

We are keen to hear from applicants with experience of working within the social care settings, multi-academy trusts and local authority education provision.

Applicants will be working from home, with travel required to centres and occasionally to our head office in Bristol. This is a full time, 37.5 hour week, role.



About the role

About us

ASDAN is an education charity and awarding organisation providing courses, accredited curriculum programmes and regulated qualifications to engage, elevate and empower learners aged 11 to 25 years with diverse needs.

Our goal is to engage learners through relevant and motivating courses to achieve meaningful learning outcomes, which elevate them to go on to further education, training and work, and empower them to take control of their lives. We do this by developing courses with an accessible and practical pedagogy for learners; and by supporting our partner educators to foster the personal, social and work-related abilities of learners with diverse needs.

We believe that learners should have the opportunity to discover, develop and make use of their abilities to affirm their identities, contribute to society, and challenge educational and social inequalities.

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

For more information about the role:

📄 [conditions and how to apply](#) (page 4)

📄 [role description](#) (pages 5–7)

📄 [person specification](#) (pages 8–10)

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



Conditions and how to apply

| | |
|-------------------|--|
| Contract | Permanent |
| Salary | £38,387 (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 | Starting at 27 days per annum, rising an additional day per year to maximum 32 days, in addition to statutory bank holidays. |
| Location | Home based |

How to apply

To apply for this position, please visit the vacancies section 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 job description and person specification as appropriate.

Please 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: Friday 5 September at noon
- shortlisting: w/c 8 September
- interviews: w/c 29 September

Interviews will be held at ASDAN's main office in Wainbrook House, St George, Bristol.

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 | Education Development Partner |
| Accountable to | Senior Education Development Partner |
| Liaison with | Head of Education Development Partnerships and Head of Business and Growth |

Job purpose

Education development partners are responsible for developing and executing business development plans to recruit, retain and grow centres' use of ASDAN courses within our target audiences. This role will work directly with senior leaders within educational institutions to identify opportunities for growth, and with education practitioners/teachers to provide specialist information, advice and guidance to ensure effective delivery of ASDAN courses.

Role holders will assume responsibility for developing their understanding in a specific segment in order to provide specialist support and identify opportunities for product development and increased member benefits, working collaboratively with colleagues across the organisation. They will also utilise data from internal systems to report on performance against key targets.

Key responsibilities

- 1 Business development:** grow membership within agreed markets against annual targets and identify opportunities for growth in other sectors; Identify emerging trends, learners' needs and updates to policy in external landscape to support product development.
- 2 Relationship management:** member retention and engagement; provision of general information, advice and guidance through learning community model.
- 3 Curriculum expertise:** maintain comprehensive knowledge of all courses offered within allocated pathway, and a detailed knowledge of specialist area to provide specific information, advice and guidance to current and prospective members.
- 4 Reporting:** provide updates on progress against targets, and recommendations to overcome any barriers identified.

Role description

Key duties

1. Business development

- Provide curriculum guidance and expertise in response to expressions of interest from centres seeking to deliver ASDAN courses in a timely manner to grow membership to achieve annual targets.
- Identify and proactively engage with organisations providing education to learners ASDAN seeks to serve who could benefit from ASDAN's course offering, utilising key messaging and evidence of impact.
- Utilise external information, for example Ofsted reports, and maintain up-to-date knowledge in specialist area, to engage with key decision makers in centres to understand the needs of their learners and position ASDAN's offer to meet them.
- Work closely with the marketing and communications, quality and qualifications, and centre support teams to convert leads into active members, ensuring a smooth customer journey and onboarding experience.
- Track and manage member recruitment, ensuring all opportunities are actively followed up on and moved through the membership customer journey in a timely manner.
- Utilise the CRM to record and report on member engagement to inform targeted marketing activity, and upsell relevant courses to grow members' use of ASDAN.

2. Relationship management

- Act as the day-to-day point of contact for practitioners delivering ASDAN courses, providing operational support, troubleshooting issues, and addressing any concerns that arise, seeking guidance from internal colleagues as appropriate.
- Build and maintain effective working relationships with key stakeholders in centres in membership within given pathway to achieve membership retention and growth objectives.
- Identify opportunities to deepen relationships with existing members, including the introduction of new products, services or special interest groups.
- Monitor member satisfaction through regular check-ins and surveys, using feedback to improve processes and service delivery.
- Work alongside cross-functional teams (including marketing, product development and centre support) to ensure members' active participation in ASDAN's learning community

3. Curriculum expertise

- Build and maintain specialist knowledge of allocated audience/sector to provide dedicated support to centres externally, and information and guidance to colleagues internally, to inform messaging and product development initiatives.
- Work alongside organisations or individuals working in partnership with ASDAN to share information, support product development, and to build own knowledge and expertise where appropriate

Role description

4. Reporting

- Compile and analyse data to provide operational insights and make recommendations for improving business development efforts and relationship management activities
- Prepare regular status updates and reports for senior management on members' accounts, sales pipeline, and operational performance.

In common with all staff, the post holder will:

- support the charitable purposes of ASDAN
- work collaboratively and be accountable for your contribution to ASDAN's strategy and values
- manage ASDAN's resources effectively and efficiently
- provide the highest standards of customer service to customers of ASDAN
- support collectively leadership, development and relationship building across ASDAN and with relevant markets and stakeholders
- participate in ASDAN's annual review process and undertake appropriate training and development to ensure up-to-date knowledge and practices are applied and maintained for the efficient and effective performance of the post and to support ASDAN's strategic objectives
- effectively promote the safety and well-being of children, young people and all vulnerable individuals, in line with ASDAN's safeguarding policy
- 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
- ensure awareness of and compliance with all health and safety requirements in accordance with the provision of health and safety legislation
- keep up to date, so far as is necessary for the efficient execution of the role, with new legislation, procedures and methods
- comply with the requirements of GDPR (General Data Protection Regulation) and follow good practice with regards to the security and confidentiality of information
- 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

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

| Experience | Essential or desirable |
|---|------------------------|
| <ul style="list-style-type: none"> • Previous experience working directly with educational institutions or education-related products/services. | Essential |
| <ul style="list-style-type: none"> • Experience of department leadership, curriculum area responsibility or multi-agency educational project management. | Essential |
| <ul style="list-style-type: none"> • Experience of managing complex relationships with teachers, educators and staff who support learning. | Essential |
| <ul style="list-style-type: none"> • Experience of working with learners within social care settings, criminal justice system, multi-academy trusts and local authority education provision. | Essential |
| <ul style="list-style-type: none"> • Experience of developing and delivering professional learning for teachers and educators. | Essential |
| <ul style="list-style-type: none"> • Experience of delivering training or presenting to diverse audiences. | Essential |
| <ul style="list-style-type: none"> • Experience of designing and implementing learning programmes. | Essential |
| <ul style="list-style-type: none"> • A minimum of three years of experience in business development, account management, or client relations within the education sector or a related field. | Desirable |
| <ul style="list-style-type: none"> • Proven track record of managing client relationships and executing business development strategies at a tactical level. | Desirable |
| <ul style="list-style-type: none"> • Experience of quality assuring learner work. | Desirable |
| <ul style="list-style-type: none"> • Experience of delivering an ASDAN qualification or programme. | Desirable |
| <ul style="list-style-type: none"> • Experience of using CRM systems. | Desirable |
| <ul style="list-style-type: none"> • Experience of working with "learners with diverse needs" and/or their teachers and mentors. | Desirable |

Person specification

| Skills, knowledge and expertise | Essential or desirable |
|--|------------------------|
| • Strong interpersonal and communication skills with the ability to engage effectively with all colleagues and stakeholders, both internal and external. | Essential |
| • Excellent organisational and project management skills, with the ability to manage multiple tasks and deadlines. | Essential |
| • Strong problem-solving abilities and attention to detail, with a focus on operational excellence. | Essential |
| • Proficiency in CRM systems and Microsoft Office Suite (Excel, Word, PowerPoint, Teams). | Essential |
| • Comfortable using data and insights to inform decision-making and improve business performance. | Essential |
| • Knowledge of the UK education sector. | Essential |
| • Skilled in reporting and analysing data and information. | Essential |
| • Skilled at organising and prioritising own workload. | Essential |
| • Knowledge of performance management tools. | Essential |
| • Knowledge and understanding of quality assurance of education programmes and qualifications. | Essential |
| • Skilled in managing competing deadlines and a diverse workload. | Essential |
| • Excellent interpersonal and communication skills. | Essential |
| • Skilled in Microsoft Office. | Essential |
| • Knowledge of marketing tools and techniques. | Desirable |

Person specification

Personal attributes:

- results-driven with a focus on execution and delivering on operational goals
- ability to work collaboratively in a fast-paced, team-oriented environment
- customer-focused with a passion for ensuring positive learner outcomes
- a willingness to travel to meet members and prospective members in their location
- 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 learning day events

