# JOB DESCRIPTION

**Job title:** **Head of Apprenticeship and Product Development**

**Reporting to:** Director of Business Growth, Product and Partnerships

**Responsible for:** Product Development Managers
Senior End Point Assessment Officer
Subcontracted Subject Experts

## JOB PURPOSE

To provide strategic and operational leadership for Apprenticeship Assessment and Product Development Services across Skills and Education Group Awards and BIIAB.

To lead the development, implementation and continual improvement of qualifications, apprenticeship assessment products and associated services, ensuring they are commercially viable, operationally deliverable, compliant with regulatory requirements and responsive to customer, employer and sector needs.

To develop and manage a sustainable and innovative portfolio of qualifications, apprenticeship standards and assessment services, ensuring the Group remains responsive to market demand, policy developments, funding reform and workforce priorities.

To act as the strategic link between Product Development, Apprenticeship Operations, Quality & Compliance, Business Growth and Customer Engagement functions, ensuring products and services support organisational growth, customer satisfaction and long-term sustainability.

## MAIN DUTIES AND RESPONSIBILITIES

**Strategic Leadership**

1. Lead the Product Development and Apprenticeship functions in line with organisational strategy, regulatory requirements and commercial objectives.
2. Develop and implement departmental strategies, business plans, objectives and KPIs.
3. Contribute to organisational planning and decision-making as a member of the senior leadership team.
4. Lead strategic change programmes relating to qualifications, apprenticeships and assessment services.
5. Promote a culture of innovation, accountability, collaboration and continuous improvement.

6. Ensure services remain customer-focused, commercially sustainable and operationally effective.

**Apprenticeship Assessment, Development and Reform**

1. Lead the operational delivery of apprenticeship assessment services across the Group.
2. Ensure assessment services are delivered in accordance with regulatory requirements, assessment plans, internal policies and agreed service levels.
3. Maintain strategic oversight of the complete apprenticeship lifecycle, including registration, gateway processes, assessment delivery, quality assurance, certification and completion.
4. Lead organisational readiness for apprenticeship reform and future assessment arrangements.
5. Support the successful transition from End-Point Assessment arrangements to reformed apprenticeship assessment models.
6. Develop and implement sustainable apprenticeship assessment solutions that support both customer needs and regulatory compliance.
7. Ensure appropriate assessment capacity, capability and resource planning is in place.
8. Monitor service performance, quality and customer experience across apprenticeship operations.
9. Collaborate with employers, providers and sector experts to develop future apprenticeship products and services.

**Apprenticeship Funding and Policy**

1. Maintain oversight of apprenticeship funding reforms, policy developments and funding rule changes.
2. Assess the impact of funding changes on existing and future products and services.
3. Advise senior leaders on opportunities, risks and strategic implications arising from apprenticeship funding reforms.
4. Ensure apprenticeship products and services remain commercially viable and operationally sustainable within funding constraints.
5. Work collaboratively with Business Growth and Finance colleagues to evaluate financial sustainability and growth opportunities.
6. Contribute to organisational responses to government policy, Skills England developments and wider sector reform activity.

**Product Portfolio Strategy and Development**

1. Develop and maintain a strategic product roadmap for qualifications, apprenticeship assessment products and related services.
2. Lead product portfolio planning, governance, review and rationalisation activities.
3. Monitor market trends, customer demand, competitor activity, sector developments and employer needs to identify opportunities for growth and innovation.

4. Oversee the design, development, review and maintenance of qualifications, apprenticeship standards, assessment services and associated products.
5. Ensure the portfolio remains responsive to regulatory change, funding reform, skills priorities and market demand.
6. Lead product lifecycle management activities, including investment decisions, enhancement, replacement and withdrawal recommendations.
7. Ensure product development activity aligns with organisational strategy, customer requirements and commercial priorities.
8. Work collaboratively with Business Growth, Relationship Management and Marketing teams to identify future product and market opportunities.

**Regulatory Compliance and Quality Assurance**

1. Act as the senior lead for Product Development and Apprenticeship compliance activity.
2. Work closely with Responsible Officers and Quality & Compliance teams to ensure compliance with regulatory requirements.
3. Lead self-assessment, audit, compliance and quality review activities.
4. Ensure policies, procedures and controls remain effective, compliant and up to date.
5. Oversee risk identification, mitigation and escalation processes.
6. Support regulatory submissions, reviews, inspections and external audits.
7. Monitor quality assurance outcomes and implement improvement plans.
8. Ensure robust governance arrangements support all qualifications, apprenticeship products and services.

**Customer, Provider and Employer Engagement**

1. Build and maintain strong relationships with employers, providers, centres, regulators, sector bodies and key stakeholders.
2. Lead provider, employer and customer consultation activities that inform product design and service improvement.
3. Gather and analyse customer, employer and learner insight to identify future development opportunities.
4. Ensure customer feedback informs portfolio planning and service enhancement activity.
5. Represent the organisation at regulatory meetings, sector forums, consultation groups, conferences and industry events.
6. Promote high standards of customer service whilst maintaining quality and compliance requirements.

**Commercial Performance and Growth**

1. Support organisational growth through the development of viable, sustainable and market-responsive products and services
2. Own the development of qualification and apprenticeship pricing recommendations and return-on-investment analysis.
3. Develop business cases for new products, services and investment opportunities.

4. Monitor portfolio profitability, utilisation, market penetration and commercial performance.
5. Evaluate opportunities through market analysis, customer insight, financial assessment and operational feasibility.
6. Contribute to long-term growth strategies and portfolio planning.
7. Identify opportunities to improve organisational income, efficiency and customer value.
8. Manage departmental budgets and financial performance within agreed parameters.

**Innovation and Continuous Improvement**

1. Lead innovation initiatives that enhance customer experience, assessment delivery and operational efficiency.
2. Evaluate emerging technologies, AI solutions, digital assessment tools and automation opportunities.
3. Drive digitisation and innovation initiatives across Product Development and Apprenticeship Services.
4. Ensure lessons learned from product launches, audits, customer feedback and operational reviews are embedded into future practice.
5. Promote innovative thinking and continuous improvement throughout the department.

**Operational Management**

1. Provide effective management and leadership across Product Development and Apprenticeship teams.
2. Ensure resources are appropriately deployed to meet strategic and operational priorities.
3. Monitor departmental performance against service standards, objectives, budgets and KPIs.
4. Ensure operational systems, records and management information remain accurate, secure and effective.
5. Lead process improvement initiatives that improve efficiency, compliance and customer experience.

**People Leadership**

1. Lead, motivate and develop high-performing teams.
2. Conduct performance reviews, appraisals and development planning.
3. Support succession planning and talent development.
4. Promote effective communication, knowledge sharing and collaborative working.
5. Provide coaching, mentoring and leadership support to managers and team members.
6. Ensure team objectives align with organisational priorities.

**Data, Reporting and Governance**

1. Ensure accurate reporting across Apprenticeship and Product Development functions.
2. Produce reports and presentations for senior leadership, Boards, governance groups and regulators.
3. Use performance, quality, customer and commercial data to support decision-making.
4. Monitor trends, risks, opportunities and performance outcomes.
5. Maintain effective governance, audit trails and management information systems.

**The above duties are not exclusive or exhaustive and the post holder may be required to carry out such other appropriate duties as may be determined by the Chief Executive.**

**The post holder will be expected to adopt a flexible approach to support the efficient and effective operation of the Company.**

## OTHER DUTIES

1. To ensure awareness of, and compliance with, all health and safety requirements taking reasonable care of the health and safety of yourself and other persons in accordance with the provision of health and safety legislation.

2. To exercise proper care in operating, handling, and safeguarding any equipment and appliances provided and issued by Skills and Education Group for individual or collective use in the performance of duties.

3. To keep up to date, so far as is necessary for the efficient execution of the role, with new legislation, procedures and methods.

4. To participate in the appraisal process and undertake appropriate training/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 the strategic objectives.

5. To uphold and promote the Equal Opportunities, Diversity Inclusion and Safeguarding policies and procedures.

6. To present an appropriate professional image on official Company business.

## TERMS AND CONDITIONS

This post is subject to the terms and conditions determined by the Skills and Education Group.