

ada



National
College for
Digital
Skills



HEAD OF BUSINESS DEVELOPMENT AND SALES

CANDIDATE PACK

THINK. CREATE. DEVELOP. WITH ADA

Ada, the National College for Digital Skills | www.ada.ac.uk | @AdaCollege | Charity no: 1158399

WHAT'S YOUR MISSION?

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Dear candidate,

Thank you for your interest in the Head of Business Development & Sales role. This is a unique opportunity to shape one of the UK's most powerful social mobility programmes, connecting diverse young people with careers in tech. We need a passionate leader who balances social purpose with the commercial acumen and drive to lead a small team toward ambitious targets.

The English tech apprenticeship market is increasingly mature and competitive. Your mission is to maximise our USPs: Access to our unique talent pool of 6th form students, industry-led delivery model, city centre campuses and 'above and beyond' apprentice support. A particular opportunity is the conversion of our fast-growing digital T-level provision into apprenticeships and harnessing the benefits of these complementary sales pipelines.

Ada boasts stellar partners, from flagship brands like Bank of America and Deloitte to high-growth SMEs like Clearscore. However, the market is evolving rapidly due to macroeconomic shifts and the sophisticated use of the apprenticeship levy. We have recently launched new AI-focused courses to meet this changing demand.

We now require an astute leader for our team of four to hit annual targets, leveraging our Salesforce CRM, marketing function, and Business Leaders Council. Reporting directly to me, the CEO, you will hold a high profile within the organisation and among our industry partners.

The challenge is to convert these significant opportunities into revenue-generating placements that fuel growth and change lives. If this sounds like an exciting challenge, please read on.

I very much look forward to reading your application.

Mark

Thank you to our founding partners!



ada.ac.uk | info@ada.ac.uk | 0203 105 0125 | Charity no: 1158399



WELCOME TO ADA

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Welcome to Ada!

We are a mission-driven specialist technical College, the first brand new Further Education College in England since 1993. We work to enable positive social mobility by supporting diverse people into tech-focused employment.

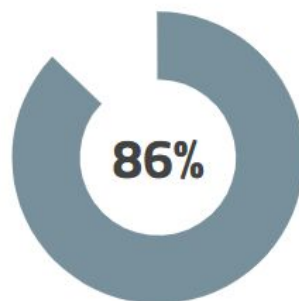
We use our deep relationships with our industry partners to deliver a transformative education experience and train the next generation of diverse digital talent. Employers are drawn to Ada by its compelling mission, supportive and inclusive culture and the opportunity to build new, diverse tech talent pipelines and engage their staff in educating the next generation of digital pioneers...as well as our fantastic city centre campuses!

We achieve top tier results and outcomes for our learners with apprenticeship qualification achievement rates >83% for the past 3 years. We are particularly very proud of our longer term impact statistics:

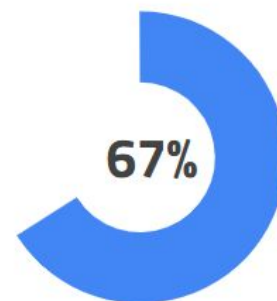
OUR IMPACT



Alumni in education
or employment



earn above local thriving
wage (£29k in Ldn)



earn above average
graduate salary
(£39k)



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ROLE INFORMATION

Post Title:	Head of Business Development and Sales
Nature of the Role:	0.6 or 0.8 FTE. Hybrid working
Reporting to:	Chief Executive Officer
Responsible for:	Apprenticeship and T-level Business Development & Sales
Direct Reports:	4
Annual Salary:	£60,000 (pro rata)
Pension:	Stakeholder pension scheme (10% employer contribution)
Holidays:	30 days per annum
Location:	Manchester (Ancoats) with regular travel to our London office expected
Closing Date:	Friday 12 th June 2026. Candidates' applications will be reviewed on a rolling basis. Early applications are advised.

HOW TO APPLY

Please complete send a CV and brief Cover Letter outlining your interest and suitability for the role to jobs@ada.ac.uk. If you have any queries in advance of applying then please also direct them to this email address.

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PURPOSE OF THE ROLE

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About You

You will enjoy identifying, cultivating and closing new employer partnerships that transform the life chances of diverse young people through employment or work experience opportunities. You will enjoy being the most capable member of a team and thrive on leading them to new heights.

You will be able to demonstrate your track record in driving sales growth as well as articulate your personal alignment to our mission.

You will also be able to demonstrate you as comfortable cultivating C-suite relationships at large corporates as you are engaging the CTO of a fast growing start-up. Your role will be prominent within Ada and our wider ecosystem and you will enjoy the opportunity to represent the College in a wide variety of forums though always keeping an entrepreneurial eye out for an opportunity.

We'd really like to hear from you, if...

- You get a real kick out of identifying and cultivating new employer relationships that lead to the creation of life-changing employment opportunities for diverse young people
- You believe higher level and degree apprenticeships, especially in the tech sector, offer diverse young people a fantastic opportunity to launch their careers
- You love talking to people and are passionate about evangelising Ada's mission to employer partners and wider stakeholders
- You are curious, data-oriented and proactive, always searching for, and following up on, leads and possible opportunities
- You enjoy leading and managing a small team to achieve ambitious sales targets
- You are as adept at cultivating existing employer relationships as pitching for new business
- You are a meticulous record keeper who loves a good quality CRM database
- You will feel a strong sense of ownership for the Business Development function at Ada and clearly understand it's vital purpose in serving young people and driving forward Ada's social impact and revenue growth

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SAFEGUARDING

The successful candidate will be required to apply for a Disclosure and Barring Service (DBS) check when appointed to the post. References for shortlisted candidates will be requested prior to the interview day. Further information about the DBS be can found at www.gov.uk

EQUAL OPPORTUNITIES

Ada, the National College for Digital Skills recognises that equality of opportunity and the recognition and promotion of diversity are integral to its strengths. The following principles apply in respect of the College's commitment to equality and diversity:

- To provide and promote equality of opportunity in all areas of its work and activity;
- To recognise and develop the diversity of skills and talent within its current and potential community;
- To ensure that all employees and prospective employees of the College are treated solely on the basis of their merits, abilities and potential without receiving any unjustified discrimination or unfavourable treatment on grounds such as age, disability, marital or civil partner status, pregnancy or maternity, race, religion or belief, sex, sexual orientation, gender, gender reassignment, trans status, socio-economic status or any other irrelevant distinction;
- To provide and promote a positive working, learning, and social environment which is free from prejudice, discrimination and any forms of harassment, bullying or victimisation;
- To promote good relations between individuals from different groups.

APPLICANTS WITH DISABILITIES

Ada, the National College for Digital Skills is keen to increase the number of disabled people it employs. We therefore encourage applications from individuals with a disability who are able to carry out the duties of the post. If there is anything in this regard that you would like to discuss in relation to your application please contact Jobs@ada.ac.uk

SPONSORSHIP

Sadly, we are unable to offer sponsorship for this role, so can only accept applications from candidates who have the legal right to work and remain in the United Kingdom.

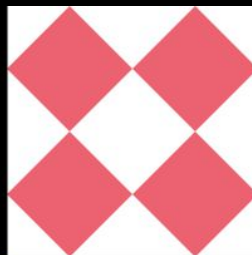
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