



Application Pack

Head of Business Development &
Growth



Job Title	Head of Business Development & Growth
Salary & Grade	Grade 10 (SCP 32-35, £42,839- £46,142)
Contract	Permanent, Full Time, All Year
Reporting to	Chief Finance Officer & Head of People & Partnerships
Start Date	ASAP

Dear Applicant

Thank you for your interest in the role of Head of Business Development and Growth at Waterton Academy Trust.

We are delighted to share this opportunity with individuals who are passionate about driving sustainable growth, strengthening partnerships, and making a tangible difference to the lives of learners, our schools, and the wider education sector.

Waterton Academy Trust is a dynamic and growing multi-academy trust, comprising primary, early years, and specialist settings across Wakefield and Barnsley.

Since becoming an independent training provider in 2020, we have seen significant growth in our apprenticeship provision, with increasing learner numbers and achievement rates consistently above the national average. Following our Ofsted inspection in June 2024, we were proud to receive an Outstanding judgement - a testament to the dedication, expertise and care of our team.

The introduction of this new post reflects both our ambition and the scale of our current and future delivery. The Head of Business Development and Growth will play a pivotal role in shaping and delivering the Trust's growth strategy. This includes driving recruitment and engagement activity to increase pupil numbers and expand apprenticeship participation across the Trust and with partner organisations. The postholder will use data, market intelligence and performance insight to inform recruitment strategy, school place planning and strategic growth decisions.

The role will also lead on developing and delivering marketing and communications that promote the Trust's work, achievements and brand to internal and external stakeholders. Alongside this, the postholder will identify and develop income-generation opportunities and strategic partnerships that support the Trust's growth and school improvement priorities.

This role combines strategic thinking with operational delivery and requires proactive engagement with schools, multi-academy trusts and external partners to grow both recruitment and delivery opportunities.

As the Trust continues to grow, there is scope for this role to evolve in scale and strategic influence. We are seeking an individual who is excited by the opportunity to shape that journey with us and to contribute meaningfully to the Trust's long-term sustainability and impact.

If you believe in the transformative power of education and partnership, and you are looking for a leadership role that combines strategic influence with practical impact, we would love to hear from you.

We look forward to receiving your application.

About Us

Waterton Academy Trust is a thriving and values-led partnership of schools committed to giving every child the best possible start in life.

Established in 2014 with Walton Primary Academy as its founding member, the Trust has grown steadily and strategically, guided by a strong moral purpose and a deep understanding of the communities we serve. We

believe that **success is a shared experience** - every learner, every member of staff, and every school should flourish, together.

By the end of 2026, we expect to support more than 4,000 pupils across our schools, with a dedicated team of over 600 staff and an annual turnover approaching £28 million.

Our growth has not been about size alone - it reflects the strength of our educational offer, the diversity of our provision, and the depth of our partnerships.

We work across two key regions - Wakefield and Barnsley - and are proud to be seen as a trusted and collaborative presence within the wider education system. All our schools are primary-phase, and collaboration sits at the heart of how we work. Our Trust continues to grow, with King's Oak Primary joining us in September 2025, and two other schools in the pipeline for growth.

In response to local need, our first independent special academy—Newstead Academy opened in Barnsley in 2023 and has already grown to include a satellite site based at Hunningley. Building on this success, we are preparing to open a new specialist setting - Hammer Lane Academy - in Wakefield in September 2025. These developments are a testament to our commitment to inclusive education and our ability to work alongside local partners to meet the needs of all learners.



We also know that a great start in education begins early. That's why we've expanded our offer to include four pre-school settings, with plans for further growth.

If you share our belief that all children deserve the highest-quality education and want to be part of a forward-thinking, people-centred organisation, we'd love to hear from you.



Our Locations

Waterton Offices

- C - Centre for Excellence
- O - Operations Office

Waterton Schools

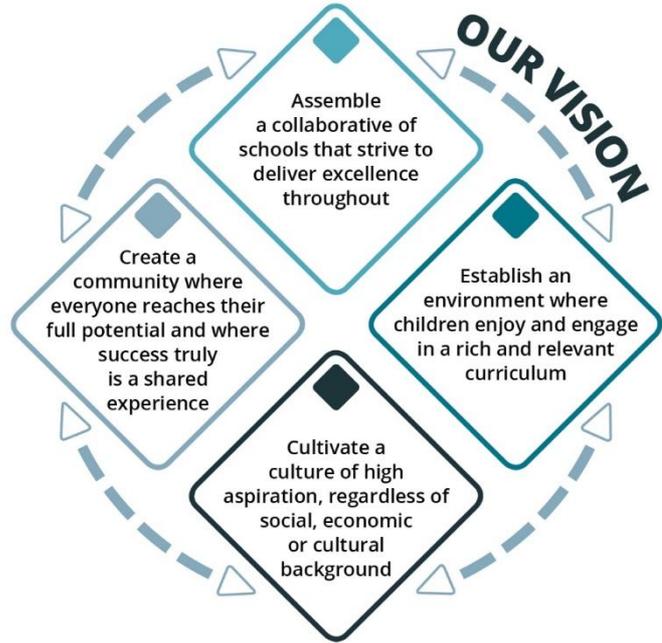
- 1 - Wrenthorpe Academy
- 1p - Wrenthorpe Pre-School
- 2 - Sharlston Community School
- 3 - Walton Primary Academy
- 4 - Normanton Junior Academy
- 5 - Lee Brigg Infant and Nursery School
- 6 - Normanton Common Primary Academy
- 7 - Crofton Infant's School
- 8 - Hammer Lane Academy
- 9 - Churchfield Primary School
- 10 - King's Meadow Academy
- 10p - The Meadow Pre-School
- 11 - West End Academy
- 11p - The Woodland Pre-School
- 12 - South Kirkby Academy
- 13 - Ackworth Mill Dam School
- 14 - Cherry Tree Academy
- 14p - Cherry Blossom Pre-School
- 15 - Newstead Academy
- 15a - Hunningley Academy
- 16 - Kings Oak Primary

Our Vision and Values

The Trust is proud of its shared vision and values, which are embedded across all aspects of our work.

This vision—centred on collaboration, aspiration, enjoyment, and equity—guides our actions and unites our schools in a common purpose. We aim to create a culture where success is a shared experience, every child enjoys a rich and relevant curriculum, and all pupils are supported to achieve their full potential, regardless of background.

Candidates interested in joining the Trust are encouraged to explore our vision and values to ensure they align with their own ethos and long-term aspirations.



More information

Over the past decade, Waterton has evolved into a resilient and high-performing organisation, expanding not only in scale but in the depth, diversity and sustainability of our provision. Operating across Barnsley and Wakefield, Waterton has built a strong reputation as a trusted partner that secures sustainable school improvement.

We specialise in high-quality early years, primary and specialist education. Our growth has been values-led, ensuring collaboration, financial stability and educational integrity remain central to our model. Schools work in close partnership, sharing expertise, accessing targeted professional development and drawing on collective capacity to solve challenges effectively.

Our ambition is to create an environment where success is a shared experience- by every pupil and every colleague. We are committed to ensuring that all children, regardless of background or need, experience academic achievement, personal growth and inclusion. At the same time, we prioritise staff wellbeing, leadership development and career progression, recognising that a strong, confident workforce underpins sustained improvement.

This commitment to workforce development extends beyond our academies. Since 2020, Waterton has operated as an independent training provider, delivering education-focused apprenticeships that respond directly to workforce needs across schools and early years settings. In June 2024, our apprenticeship provision was graded Outstanding by Ofsted. We currently offer Level 3 Teaching Assistant, Level 3 Early Years Educator and Level 5 Specialist Teaching Assistant programmes, delivered through a model that secures deep learning and strong workplace application. Our curriculum is co-designed with schools and multi-academy trusts and delivered by Qualified Teachers with current primary and specialist expertise.

In 2025–26, 88 learners were on the programme. Our 76.9% achievement rate exceeds the national average (71.2%), 100% of completing apprentices pass their End-Point Assessment, and 40% of learners on our most recent programme secured promotion following qualification. This provision strengthens recruitment, retention and leadership capacity across both our Trust and the wider education system.

At the heart of Waterton we enable educational leaders to focus on delivering exceptional teaching and learning, grounded in evidence-informed practice. Through robust operational infrastructure, financial stewardship and professional challenge and support, we remove unnecessary business burdens so that leaders can concentrate on improving outcomes for children.

Waterton combines educational integrity with strategic ambition, whilst remaining focused on sustainable expansion, workforce development and deepening our impact across the communities we serve.

Our Pupils

Waterton Academy Trust serves communities with some of the highest levels of deprivation in the region, and in the country. In response, we place children’s well-being, voice, and enrichment at the very heart of our work. We believe that every pupil, regardless of background, should feel the full benefit of belonging to a trust that puts their experience of school first.

Pupil voice is not just encouraged - it’s embedded in our decision-making. Our elected Children’s Parliament meets regularly with the CEO and Headteachers, sharing their views and shaping priorities for improvement. Their efforts were recognised nationally, receiving a letter of commendation from former Prime Minister Theresa May.

Beyond the classroom, we create rich and joyful experiences that promote creativity, confidence, and healthy living. Our roaming art gallery, Waterton’s Got Talent, and Waterton Young Chef of the Year celebrate the diverse talents of our pupils, while our annual MATlympics and extensive sports offer promote inclusion, teamwork, and well-being.

These experiences are not just events; they are integral to our mission—ensuring that every child in a Waterton school is heard, celebrated, and empowered to thrive.

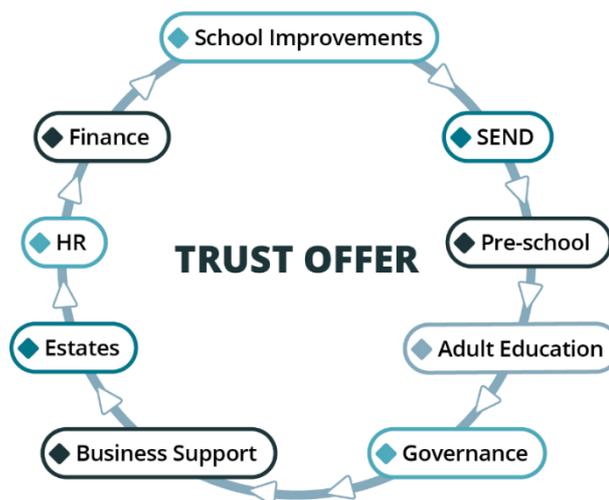


Trust Offer

At Waterton Academy Trust, we are proud to provide a consistent, high-quality offer that enables every school - regardless of size, Ofsted rating, or context - to thrive. Our Trust Offer ensures that all academies benefit from the same comprehensive package of educational and operational support, tailored to meet individual school needs while remaining accessible to all.

This offer is underpinned by our belief that school leaders should be able to focus their time and energy on what matters most: delivering excellent teaching and learning. By reducing operational burdens and providing high-quality, evidence-informed school improvement support, we create the conditions in which pupils and staff can flourish.

Our investment in a strong and expert central team means that every school can draw upon specialist support in areas such as safeguarding, governance, curriculum, finance, HR, IT, estates, marketing, and data protection. This support is complemented by access to legal advice and professional development, including high-impact CPD, leadership development, and coaching.



The Trust Offer is more than a service package - it's a reflection of our values. It supports excellence, equity, and collaboration across all Waterton schools, enabling leaders to deliver the very best for their pupils, every day.

To read about impact in 2025, please read our annual report to stakeholders on the Trust website.

<https://www.watertonacademytrust.org/academies/trust-performance/>

Job Description

Job Title	Head of Business Development & Growth
Reporting to	Chief Financial Officer and Head of People and Partnerships – with accountability to the Trust’s People Committee for apprenticeship performance and quality.
Grade	Grade 10 (SCP 32-35, £42,839- £46,142)

Main Purpose	<p>The Head of Business Support will play a key role in supporting the growth and profile of the Trust.</p> <p>The postholder will focus on:</p> <ul style="list-style-type: none"> • Drive recruitment and engagement activity to increase student numbers and expand apprenticeship participation across the Trust and with partner organisations. • Develop and deliver marketing and communications that promote the Trust’s work, achievements and brand to internal and external stakeholders. • Identify and develop income-generation and partnership opportunities that support the Trust’s strategic growth and school improvement priorities. • Ensure apprenticeship and commercial activity complies with DfE funding requirements, guidance and Ofsted expectations. • Use data, market intelligence and performance insight to inform recruitment strategy, school place planning and growth decisions. • This role combines strategic thinking with operational delivery, requiring proactive engagement with schools, MATs, and external partners to grow both recruitment and delivery opportunities.
Key Responsibilities	<p>Growth & Recruitment</p> <ul style="list-style-type: none"> • Lead student and apprenticeship recruitment strategies to increase participation across Trust schools and partner organisations. • Develop and grow the Trust’s apprenticeship delivery offer, working with the apprenticeships team to identify new markets, partnerships and promotional opportunities. • Collaborate with school leaders to understand recruitment needs and challenges, providing practical solutions and marketing support. • Analyse local education market data, competitor activity and community insight to inform recruitment planning and Trust growth decisions. • Ensure apprenticeship recruitment activity complies with DfE funding and audit requirements. <p>Marketing & Promotion</p> <ul style="list-style-type: none"> • Develop and deliver marketing and communication strategies that promote the Trust, its schools, and apprenticeship programmes. • Work with the Digital Media Officer, school teams and MAT colleagues to deliver marketing, communications and business development activity that promotes Trust, staff and student achievements. • Ensure consistent branding, messaging and website compliance across the Trust in line with DfE requirements and Trust brand standards. • Identify opportunities to improve systems, processes and marketing effectiveness, keeping abreast of best practice in education-sector marketing and recruitment. • Lead community engagement initiatives to strengthen parental and stakeholder confidence.

	<p>Business & Income Generation</p> <ul style="list-style-type: none"> • Identify, develop and deliver income-generation and commercial opportunities that support the Trust’s educational priorities, including training services and CPD. • Build and maintain partnerships with other MATs, employers, and partners to expand apprenticeship delivery and wider business opportunities. • Work with the Executive Team to develop business cases, bids and proposals for partnerships, funding and growth initiatives. • Monitor and evaluate the impact and financial performance of growth and commercial activity. • Work with CFO to ensure commercial activity aligns with public-sector procurement and financial governance requirements compliance requirements. <p>Administration & Reporting</p> <ul style="list-style-type: none"> • Maintain accurate and audit-ready records for marketing activity, apprenticeship delivery, growth and commercial initiatives. • Produce data analysis and performance reports to evaluate the impact and effectiveness of campaigns, growth activity, and recruitment strategies. • Support budget planning and provide evidence-based recommendations to maximise impact and value for money. • Develop and report KPIs for recruitment, apprenticeship starts, retention, and income generation. <p>Stakeholder Engagement</p> <ul style="list-style-type: none"> • Working alongside the Head of People and Partnerships build positive relationships with internal and external stakeholders, including schools, local authorities, partner organisations, and employers. • Act as an ambassador for the Trust at events, open days, and external meetings. • Represent the Trust to other MATs to develop collaboration opportunities and increase apprenticeship delivery reach.
<p>Additional Duties</p>	<p>Undertake any other duties commensurate with the seniority and scope of this role, as required by the Executive Team or Trustees, to ensure the continued success and impact of Waterton’s apprenticeship programmes.</p>
<p>Expectations of All Employees</p>	<ul style="list-style-type: none"> • Represent and promote Waterton Academy Trust values internally and externally • Ensure that all stakeholders receive an excellent customer service experience in all dealings with you and with Waterton Academy Trust • Deliver your day-to-day duties consistently with the agreed service level • Actively promote and act, at all times, in accordance with Trust policies, e.g. Code of Conduct, Health and Safety, Equal Opportunities and Safeguarding • Make a commitment and contribution to the overall ethos and values of the trust, upholding these in all activities connected with the role • Undertake other duties commensurate with the job level • Promote high standards of personal professional conduct in accordance with the Trust Employee Code of Conduct
<p>Working Conditions</p>	<p>Flexible working arrangements are in place, with a working schedule to be agreed with the successful candidate.</p>
<p>Characteristics of the Post</p>	<p>Employees are encouraged to participate in training activities in order to enhance their own personal development.</p>

	<p>The employment checks are required:</p> <ul style="list-style-type: none">• Evidence of entitlement to work in the U.K.• Evidence of essential qualifications – see job specification• Two satisfactory references• Confirmation of medical fitness for employment• Registration with appropriate bodies (where applicable) <p>The following employment checks are required for those positions which are based in a school or working with vulnerable young people and adults: Evidence of a satisfactory safeguarding check e.g. DBS check at the relevant level.</p>
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Person Specification – Head of Business Development & Growth

AF: Application Form
OT: Occupational Task

CQ: Certificates/Qualifications
I: Presentation

I: Interview
R: Reference

Qualifications	Essential	Desirable	Assessed
Educated to at least A-Level or equivalent; degree-level qualification desirable or equivalent professional experience.	X		CQ, AF, R, I
Relevant professional qualifications in training/assessment and/or leadership are highly desirable.		X	CQ, AF
Formal project management training or certification that underscores the ability to manage complex projects and implement new initiatives methodically.		X	CQ, AF
Postgraduate or professional qualifications in areas relevant to the role, such as Educational Leadership, Human Resources, Business Administration/strategy/leadership or a related field.		x	CQ, AF
Experience	Essential	Desirable	Assessed
Experience in developing and delivering apprenticeship, vocational or publicly funded programmes.	x		AF, R, I
Experience of planning and delivering successful recruitment or growth campaigns.	x		AF, R, I
Proven experience in sales, marketing, business development, or partnership growth.	X		AF, R, I
Strong understanding of marketing and communications, including digital media and stakeholder engagement.	X		AF, R, I
Knowledge of income-generation and commercial development strategies.	X		AF, R, I
Ability to interpret data and market insight to inform strategy and decision-making.	X		AF, R, I
Experience working within a multi-academy trust, school or wider education/public-sector setting.		X	AF, R, I
Knowledge of apprenticeship delivery and compliance requirements.		X	AF, R, I
Understanding of education-sector growth, admissions and recruitment trends.		X	AF, R, I
Experience developing partnerships with other MATs, employers or external agencies.		X	AF, R, I
Familiarity with website content management and digital marketing platforms.		x	AF, R, I
Awareness of Ofsted frameworks and DfE guidance relevant to marketing and communications.		x	AF, R, I
Skills	Essential	Desirable	Assessed
Excellent written, verbal and presentation communication skills.	X		AF, R, I, OT
Strong strategic and project management skills, with the ability to manage multiple priorities.	x		AF, R, I

Analytical skills to evaluate recruitment, marketing, apprenticeship and commercial performance.	x		AF, R, I
Creativity in developing marketing materials and campaigns.	x		AF, R, I
Confidence in presenting and promoting ideas to stakeholders, including external MATs.	x		AF, R, I
High level of digital and IT literacy, including Microsoft Office and marketing systems.	x		AF, R, I
Personal Attributes	Essential	Desirable	Assessed
Proactive and self-motivated with a solution-focused approach.	X		AF, R, I
Collaborative team player with the ability to build strong relationships across the Trust and with external partners.	X		AF, R, I
Resilient and adaptable, able to work under pressure and meet deadlines.	X		AF, R, I
Passionate about education, apprenticeship delivery, student outcomes, and promoting the work of the Trust.	X		AF, R, I
Professional, reliable, and approachable with a positive attitude.	X		AF, R, I
Suitability to work with children and young people	Essential	Desirable	Assessed
Satisfactory DBS disclosure and standard Trust pre-secondment checks	X		AF, R, I
Ability to work in a way that promotes the safety and well-being of learners	X		AF, R, I

Next Steps

For further information about the opportunity please contact admin@watertonacademytrust.org for a confidential conversation.

To Apply

Please submit applications via My New Term.
<https://mynewterm.com/jobs/5228/EDV-2026-WAT-97639>

Selection Timeline

Closing Date: 20/03/2026

Interviews: 01/04/2026

Start Date: As soon as possible

Waterton Academy Trust is wholly committed to ensuring children and young people are fully supported and safe. We are dedicated to the safeguarding of all children and young people whilst promoting their welfare and expect all staff and volunteers to share this responsibility. An enhanced DBS check is required for the successful candidate, this process is completed by an online third party company. The position is also subject to two satisfactory references. Shortlisted candidates will be asked to provide details of any unspent convictions and those that would not be filtered, prior to the date of interview. We are committed to treating all applicants fairly and have a policy on the recruitment of ex-offenders which is available to applicants on request. Waterton Academy Trust is wholly committed in ensuring that all employees, future employees and applicants are treated equally regardless of age, disability, gender reassignment, marriage and civil partnership, maternity, race, religion and belief, sex and sexual orientation.

It is an offence to apply for the role if the applicant is barred from engaging in regulated activity relevant to children.