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— BOARD & EXECUTIVE SEARCH —



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CEO/Principal Candidate Pack

inspiring
learners

fulfilling
potential

achieving
excellence

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WELCOME

Thank you for your interest in the position of Principal/Chief Executive (CEO) of Coleg Sir Gâr and Coleg Ceredigion. We are delighted that you are considering joining our ambitious and forward thinking organisation at such an exciting time. Your decision to explore this opportunity reflects a shared commitment to educational excellence, community impact, and strategic innovation. We sincerely appreciate the time and care you invest in your application and look forward to learning more about the expertise and vision you could bring to our learners, staff, college and as part of the wider University of Wales Trinity Saint David (UWTSD) group.

Our College aspires to be a dynamic, learner-focused institution that places learner success and personal development at the heart of all we do. We are committed to driving learner progression through personalised support and guidance, creating an inclusive and accessible learning community where every individual can thrive. We will foster a safe and secure environment, ensuring students feel supported in their educational journey.

With a commitment to exceptional teaching and learning practices, we will strive for the highest standards and outcomes. We will celebrate and champion the Welsh language, heritage, and culture, enriching the lives of our learners and staff. The wellbeing of all within our community will be a core focus, providing

a supportive atmosphere that nurtures personal growth and mental health.

As a digital pioneer, we will embrace innovative technologies, preparing our learners for the future and creating opportunities for professional development. We will foster a culture of curiosity, encouraging our staff and students to be lifelong learners in a constantly evolving educational landscape. Our workforce will be high performing and driven by a shared commitment to excellence.

Firmly rooted in Carmarthenshire and Ceredigion, we will act as an anchor institution, supporting local, regional, and national economic growth. We will embrace sustainable practices, embedding environmental responsibility into every aspect of our operations to ensure a greener future.

Through purposeful partnerships and a commitment to social partnership principles, we will enhance innovation and collaboration, ensuring our College remains robust, financially resilient, and adaptable to the changing needs of society.

Working together, we will enhance our reputation as a leading institution for education and training, making a meaningful impact on the lives of our learners and the broader community for generations to come.

Jacqui Kedward
Chair of the Board of Governors

ABOUT THE COLLEGE

Coleg Sir Gâr was created in 1985 and became a corporate institution in 1993. In 2013 it became part of the University of Wales: Trinity Saint David Group, Dual Sector University with Coleg Ceredigion becoming a subsidiary of Coleg Sir Gar in 2017.

The College is based in South West Wales and has seven main campuses at Llanelli (Graig), Carmarthen (Pibwrlwyd and Job's Well), Ammanford, Llandeilo (Gelli Aur), Cardigan and Aberystwyth. The College is also home to Carmarthen School of Art which has its origins dating back to 1854.

The College has a comprehensive and broad range of academic and vocational learning programmes. These range from pre-entry to graduate level, providing a service to the whole learning community. It offers further education, adult and community learning, higher education, work based learning and bespoke programmes and services for business development. It also provides for large numbers of 14-16 school pupils who attend the College or are taught by College staff at their schools.

Our College will always put the needs of the learner first and our primary focus will be to develop ambitious, highly skilled, resilient and employable learners who improve their self-esteem and are confident to take their place in a global society.

Our College will be safe, inclusive and caring, improving the wellbeing of learners and staff. Our actions will be underpinned by our core values and behaviours.

Our learners will be inspired by innovative teaching and learning practices that provide high quality outcomes to foster progression. Our staff will engage with an ambitious workforce development programme that will drive improvement at all levels.

Our curriculum will be innovative, informed by employer's needs and the development of digital technology to meet the ever-changing demands of global industry.

Our curriculum pathways will facilitate progression through an integrated Dual Sector University and meet the demand of the regional workforce and future skills gaps.

Our partnerships will bring real benefit to the learner and facilitate business resilience.

Our business performance will be underpinned by financial resilience, based on diversified income streams, and operational efficiency that make the best use of all resources.

Our College will remain at the heart of the community, discharging our civic duty and we will be recognised as a bilingual College in Wales, championing the Welsh language and culture.

Our partners and stakeholders will be supported to ensure that communities we serve regenerate and prosper.

Our estate will be sustainable and cutting-edge resources will provide an outstanding environment for learners to be successful in their future careers.

THE UWTSD GROUP

The 'UWTSD Group' was created in 2013 and comprises the University of Wales Trinity Saint David,

Coleg Sir Gâr and Coleg Ceredigion – a dual sector structure. The Group delivers further and higher education, providing progression routes from entry level to doctoral studies.

THE FUTURE

Having now operated for more than a decade, there is an opportunity for the UWTSD Group to respond to Welsh Government's policy direction for tertiary education in Wales to provide maximum benefit for its learners, employers and community for the future.

OUR VISION

The College will:

- put the needs of the learner first;
- be safe, inclusive and caring;
- live by our values and behaviours;
- provide the best learner experience, enhanced by digital technology;
- facilitate personal development and progression for learners;
- encourage curiosity and creativity in teaching and learning;
- develop a flexible, employer informed, curriculum;
- champion the Welsh language and culture;
- implement an ambitious workforce development programme;
- develop partnerships that impact positively on learners and business performance;
- improve our financial resilience and efficiency;
- support regeneration and prosperity in our communities; and
- create a sustainable environment for learners to be successful



OUR VALUES

RESPECT

We will be:

- accepting of difference and provide opportunity for everyone to thrive;
- empathetic to each other's' needs;
- courteous and kind to each other;
- supportive and care for each other;
- ready and willing to engage positively.

UNITY

We will be:

- one team with a set of common goals and unified direction;
- mindful of our behaviour and language, and its impact on others;
- bilingual in our communication and engagement;
- integrated with our community and partners;
- transparent in all aspects of our work.

PROFESSIONALISM

We will be:

- honest and act with integrity;
- driven to provide outstanding education and customer service;
- open to receiving different views that inform our decision making
- a learning organisation with a curious nature;
- sustainable in our planning and deliver

AT A GLANCE



INCOME

58 Million



STAFF

754



SITES

7

9,900
LEARNERS



3,600
FULL TIME

6,300
PART-TIME

906
WBL



LEARNER EXPERIENCE

I learnt a lot from Rob and the sports team about my sport and my performance through analysis and exercise science as well as using Hudl Technique technology.

Rob also came to watch us at the senior national championships in Manchester which really showed his commitment to us.

Emma Finucane
Olympic champion and former sports student
Elite Performer Programme member

The college has a strong commitment to supporting staff to develop their skills and its professional development programme is well-established and enables staff to research and create a 'culture of curiosity'.

Extract from Estyn Report
Coleg Sir Gâr and Coleg Ceredigion
May 2022

The college delivers a wide range of courses and is responsive to the needs of employers and other stakeholders.

Extract from Estyn Report
Coleg Sir Gâr and Coleg Ceredigion
May 2022

My experience at Coleg Sir Gâr has been a once in a lifetime experience and I would it all again in a heartbeat.

Georgia Davies
BA Counselling

I received incredible support from the college throughout the university application process. My personal tutor during the first year, (Nina Theodoulou), stepped in and went truly above and beyond. She took the time to understand the American system alongside me, and her commitment, patience, and encouragement made all the difference - I couldn't have done it without her.

Hannah Freckleton
Former A-level student now studying at
Princeton University, USA

Learners benefit from clear progression routes to the next level or into work-based learning, higher education or employment.

Extract from Estyn Report
Coleg Sir Gâr and Coleg Ceredigion
May 2022

Teachers know their learners well and foster relationships that encourage and support learners to progress.

Extract from Estyn Report
Coleg Sir Gâr and Coleg Ceredigion
May 2022

The smaller groups and one-to-one tailored support has been really important to me and by the end of it all, my lecturers felt more like work friends. I'm now going to Loughborough to study a degree in robotics.

William Utting
HND Electrical Engineering

PURPOSE OF THE ROLE

The CEO/Principal provides strategic and operational leadership across Coleg Sir Gâr and Coleg Ceredigion, ensuring outstanding learning, financial resilience and a strong, values-driven culture. As key members of the UWTSD Group, the College plays a central role in a dual-sector education system that supports learners from entry level through to postgraduate study.

The postholder will lead this contribution; championing collaborative and partnership working within the UWTSD group, development and growth of opportunities, regional prosperity, bilingualism and educational excellence, while ensuring the College remains distinctive, community-rooted and forward-facing.

The CEO/Principal also serves as Chief Accounting Officer.



JOB SPECIFICATION

1. STRATEGIC LEADERSHIP & VISION

- Shape a bold, coherent strategic plan that strengthens the Colleges' contribution to skills, economic development and community wellbeing across the region.
- Lead with a clear sense of purpose and ambition within the UWTSD group via a dual-sector lens, ensuring the College continues to provide a modern, future-focused curriculum that meets the needs of learners, employers and Welsh society.
- Position the College as an integral partner within a Group-wide ecosystem, working collaboratively across FE-HE pathways, regional initiatives and the wider strategic mission.
- Promote and protect a thriving bilingual environment where Welsh language and culture are embedded across organisational life.
- Strengthen the Colleges' identity as an innovative, inclusive and mission-driven institution making a tangible impact on the lives of learners and the wider community.

2. ACADEMIC LEADERSHIP & CURRICULUM INNOVATION

- Ensure a high-quality, evidence-informed curriculum that equips learners with the skills, resilience and adaptability required in a rapidly changing, technologically advancing world.
- Champion pedagogy that blends practical experience, digital learning and employer engagement.
- Maintain robust academic standards, safeguarding learner success, inclusion and progression.
- Expand bilingual and Welsh-medium learning, supporting staff development and ensuring the Colleges contribute meaningfully to national language policy and community expectations.
- Drive innovation in apprenticeship delivery, higher-level technical pathways and employer-designed provision that supports both economic and social aims.

3. PEOPLE, CULTURE & LEADERSHIP

- Foster an open, respectful, inclusive culture where staff and students feel valued, supported and able to flourish.
- Provide visible leadership across all campuses, encouraging meaningful engagement and cultivating a sense of belonging.
- Lead the Executive and Senior Leadership Teams with clarity, empathy and high expectations – ensuring accountability and collaborative working are mutually reinforcing.
- Champion professional development, digital capability and leadership growth at all levels, echoing the wider Group focus on developing confident, adaptable people.
- Model ethical leadership and promote wellbeing as a core organisational priority.

4. BUSINESS LEADERSHIP, GOVERNANCE & COMPLIANCE

- Serve as Chief Accounting Officer, ensuring sound financial planning, risk management and resource allocation.
- Maintain organisational resilience and long-term sustainability, diversifying income sources and ensuring prudent stewardship of public funds.
- Oversee estates, digital infrastructure and capital projects that enhance learner experience and support strategic growth.
- Ensure governance structures are transparent, well-informed and effective, supported by high-quality data and reporting.
- Uphold robust safeguarding, quality assurance, health & safety and regulatory compliance.

5. CIVIC MISSION, COMMUNITY IMPACT & PARTNERSHIPS

- Act as a compelling ambassador for the Colleges, building partnerships that drive social, cultural and economic benefits across Carmarthenshire, Ceredigion and beyond.
- Engage confidently with government, employers, policy makers and public services to strengthen the Colleges' role in meeting regional and national priorities.
- Lead the Colleges' contributions to widening participation, lifelong learning, cultural development and community empowerment.
- Strengthen relationships with schools, industry partners, local authorities and regional skills initiatives, ensuring the Colleges remain responsive, influential and trusted.
- Support Group-wide internationalisation, digital innovation and collaborative learning initiatives where appropriate.



PERSON SPECIFICATION

EXPERIENCE

- Senior leadership experience in a large educational or similarly complex organisation, and/or multi organisational partnership.
- Demonstrated success in organisational improvement, cultural change and strategic delivery.
- Demonstrable experience of financial leadership, risk management and resource stewardship.
- Experience of working with political, policy and regulatory bodies in Wales or similar devolved contexts.
- Proven ability to build high-impact partnerships or relationships with employers and key stakeholders at regional or national level.
- Understanding of the tertiary, dual-sector education landscape and pathways from FE to HE.
- Experience leading curriculum development, quality improvement and learner-centric innovation.
- Experience of bilingual or culturally distinctive educational environments is highly desirable.

SKILLS & ATTRIBUTES

- Inspiring, visible leadership with the ability to unite diverse teams aligned with a shared purpose and commitment to the development of a tertiary education system in Wales
- Strong communication and influencing skills, with credibility across sectors and communities.
- Deep commitment to inclusion, wellbeing, sustainability and equality.
- Strategic thinker with the ability to navigate complexity and anticipate future challenges.
- Confident decision-maker who balances evidence, risk and values.
- Emotionally intelligent, resilient and composed – especially during times of change.
- Digitally literate with an appreciation for emerging technologies in education.

QUALIFICATIONS

- Degree-level education (essential).
- Evidence of substantial continuing professional development (essential).
- Leadership or postgraduate qualification (desirable).
- Ability to communicate effectively in Welsh, or willingness to develop this to an appropriate level.

SAFEGUARDING & VALUES

The CEO/Principal is responsible for championing a safe, nurturing environment where learners' wellbeing is paramount. They must uphold the Colleges' values, support a fair and inclusive culture, and embed sustainable development principles across organisational practice.

College Strategy 2022-2026

Coleg Sir Gâr/Coleg Ceredigion Website

University of Wales Trinity Saint David

Coleg Sir Gâr/Coleg Ceredigion Estyn Report



HOW TO APPLY

TERMS

Remuneration

The remuneration for this post is highly competitive, dependent upon experience.

Annual Holidays

The annual leave entitlement is 37 days per annum, with additional recognised public holidays and closure days.

Pension Scheme

The holder of this post will have access to an LGPS or Teachers' Pension Scheme.

Checks

This appointment is subject to satisfactory pre-employment references and DBS clearance.

Timeline

The following timeline is indicative and should only be used as a guide. This may be subject to change.

Process	Date
Close for Applications	9:00am Wednesday 11 th February 2026
Interviews with Dodd Partners	w/c 16 th February 2026
Interviews with Coleg Sir Gâr and Coleg Ceredigion	6 th March 2026

Dodd Partners is undertaking the recruitment process on behalf of Coleg Sir Gâr and Coleg Ceredigion. If you wish to apply for this position, please supply the following:

- A covering letter highlighting your suitability and how you meet the Experience criteria detailed within the Person Specification, along with your current remuneration details.
- A comprehensive CV setting out your career history, with responsibilities and achievements.
- All applications should be emailed to Dodd Partners at your earliest convenience and no later than 9 am Wednesday, 11th February 2026, to contactus@doddpartners.com, clearly marked with reference number DP3150.

Should you wish to have an informal discussion about the role, please contact John Dodd on 07545 431 848 or 01244 738 450. Alternatively, email: johndodd@doddpartners.com