MARKETING

OVERVIEW

HOW TO USE THE STANDARDS

These standards can be used to inform the performance management of school business management professionals. However, they are non-mandatory and due to the variety of SBM roles in each setting do not establish a baseline of expected performance. They therefore should not be used as a checklist or as a baseline, and any shortcoming with respect to the standards is not a basis for questioning competence or initiating capability.

THE STANDARDS CAN BE USED TO SUPPORT:

SELF-ASSESSMENT

By school business management professionals as a framework for self-development, enabling them to consider what they have already achieved or need to achieve, going forward, to deliver the levels of operational effectiveness set out in the standards. They may also seek feedback from colleagues or their peers based on the standards.

RECRUITMENT

- By identifying the skills and knowledge the school/trust need in their staff team and in communicating these to applicants.
- = By employers to describe job roles, externally and internally.

INDIVIDUAL PERFORMANCE MANAGEMENT

The performance management of school business management professionals. They are, however, non-mandatory. We recommend they are not used as a simple checklist nor on their own as the basis for questioning competency or initiating capability.

ORGANISATIONAL DEVELOPMENT

To provide a broad overview of business management activities in the specific context of the school/trust. To act as a starting point for the identification of specific objectives for the next stage of the school's improvement journey. To identify areas of development where the school's/trust's operations require improvement.

TRAINING AND DEVELOPMENT

- The setting of a clear curriculum for the core and specialist knowledge required to be successful in a school business management role and the skills professionals must subsequently master to progress to a senior level.
- The content of both initial and continuing professional development for those entering or developing their career in the profession.
- ^a A framework for training school business management professionals in a commonly agreed set of technical skills and knowledge.
- A framework for the development of qualifications and other professional recognition for school business management professionals.