**ROLE PROFILE**

**Main Purpose of Role:**

The AI Commercial Subject Matter Expert (CSME) at Firebrand plays a pivotal role in bridging technical expertise and commercial strategy within the Artificial Intelligence (AI) domain. This role is key to enhancing vendor relationships, conducting comprehensive Training Needs Analysis (TNA), standardising training content and delivery, and supporting commercial activities across the Firebrand and BPP Group. The AI CSME will drive the development of high-quality, market-aligned training solutions in AI and adjacent areas, ensuring Firebrand’s offerings remain competitive, relevant, and industry-leading.

**Key Responsibilities:**

* **Vendor Relationship Management:**
* Develop and nurture strong relationships with key AI vendors or work in conjunction with the Partnership Director.
* Collaborate with vendors to stay updated on AI industry trends and integrate these insights into Firebrand’s AI training solutions.
* **Training Needs Analysis (TNA):**
* Conduct detailed TNAs to understand customer requirements specific to AI and align them with Firebrand’s and BPP’s training capabilities
* Identify and address gaps in the AI training offerings to ensure they meet market and client demands.
* **Content Standardisation and Development:**
* Standardise and curate high-quality AI training content and curriculum across different delivery modalities.
* Ensure all training materials remain current, relevant, and aligned with industry standards and vendor certifications.
* **Instructor Support and Development:**
* Oversee the recruitment, onboarding, and continuous professional development (CPD) of AI instructors.
* Provide technical guidance and support to instructors, ensuring consistent quality and engagement in AI training.
* **Course Delivery:**
* Personally facilitate the delivery of at least one AI course every two months to maintain frontline insight and credibility.
* Work closely with delivery teams to ensure seamless, high-quality execution of all AI training programmes.
* **Technical Expertise and Product Support:**
* Act as a technical subject matter expert in AI, advising the Product team on new training initiatives and solution design.
* Support the sales team by acting as a technical pre-sale’s expert in AI, including attending and presenting in pitches and client meetings.
* **Content Marketing and Thought Leadership:**
  + Deliver client-facing seminars and webinars showcasing AI expertise and Firebrand/BPP’s value proposition.
  + Create engaging technical content, such as whitepapers, blog articles, and other thought leadership materials to support brand visibility and credibility.
* **Operational Efficiency and Policy Development:**
* Design and implement policies and standard operating procedures (SOPs) to streamline AI training operations.
* Engage in capacity planning and marketing strategies to optimise resource allocation for AI training.
* **Quality Assurance:**
* Implement and oversee a robust Quality Assurance Strategy for AI training.
* Monitor and evaluate the performance of AI training programmes and make recommendations for improvement.

**Cross-Group Collaboration:**

While the AI CSME role is based within Firebrand, the successful candidate will also support strategic AI projects and initiatives across the wider BPP Education Group, collaborating with stakeholders in other business units as required.

**PERSON PROFILE**

**Knowledge/Experience**

* Proven experience in a similar role within the training or tech industry, with a strong focus on AI.
* In-depth knowledge of AI, including machine learning, natural language processing, computer vision, and other related areas.
* Strong understanding of vendor management in the AI space and the ability to build and maintain productive vendor relationships.
* Demonstrated experience in conducting TNAs for AI and aligning training solutions with market needs.
* Experience in AI curriculum development and content standardisation.
* Familiarity with adult learning principles and various training delivery methods.
* Previous involvement in instructor recruitment, onboarding, and development processes.

**Skills/Qualifications**

* Bachelor’s degree in a relevant field such as Artificial Intelligence, Computer Science, Information Technology, or Education. Advanced degree or certifications in AI are preferred.
* Strong technical skills and knowledge in AI.
* Excellent written and verbal communication skills.
* Strong analytical abilities to conduct TNAs and identify gaps in AI training offerings.
* Strong project management capabilities, including the ability to manage multiple workstreams simultaneously.

**Behaviours/Competencies**

* **Customer-Centric Approach:** Committed to delivering world-class AI training solutions that drive client value.
* **Innovative Mindset:** Actively seeks new approaches and technologies to enhance training effectiveness.
* **Collaboration & Teamwork:** Works effectively with diverse internal and external stakeholders.
* **Adaptability & Flexibility:** Responds well to change and evolving commercial or technical landscapes.
* **Leadership & Influence:** Inspires instructors and stakeholders through vision and technical credibility.
* **Attention to Detail:** Maintains high standards of accuracy and consistency in all deliverables.

**Firebrand Code:**

**Hungry** – Be successful, hit your targets and get better at what you do  
**Open** – You’re open to new ideas and change  
**Care** – We care about what we do and act with honesty and integrity  
**Fun** – Work should be fun, fulfilling and exciting.