



## Business Engagement Consultant

### Job Description

<b>Faculty / Department:</b>	Skills and Apprenticeships
<b>Campus:</b>	Burslem Campus

<b>Responsible to:</b>	Head of Apprenticeships and Skills
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<b>Responsible for:</b>	N/A
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<b>Grade:</b>	Salary: £29,470 per annum (Grade 3, SCP 16)	<b>Hours:</b>	Full Time, 37 hours per week, 1.0 FTE
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<b>Role Summary:</b>
<p>To provide a highly responsive relationship management function to a number of designated employers, whilst achieving monthly sales targets for levy and non-levy apprenticeships, employer engagement with AEB, Full Cost and exploring T level and Work Experience (WEX) placements. With a complete knowledge of funding streams, to act as a one-stop shop for employers enabling them to identify the right training for their employees. To advise curriculum teams and the Heads of Learning, enrichment and progression about relevant apprenticeship vacancies advising on the skills, behaviours and knowledge that employers are seeking to facilitate ideal matches to these vacancies.</p>

<b>Main Duties and Responsibilities:</b>
<p><b><u>Work Processes and results</u></b></p> <ul style="list-style-type: none"> <li>• Identify, engage and develop new business development opportunities with SME and large levy employers.</li> <li>• Undertake account management with key employers ensuring that all relevant correspondence and liaison are logged on the college CRM database Pro-Engage.</li> <li>• Attend employer meetings and visits to secure business opportunities.</li> <li>• Undertake appropriate training needs analysis with employers advising on appropriate apprenticeships to meet their needs and providing a number of up-selling opportunities taking account of all other funding streams and courses within the College.</li> <li>• Using market and sector knowledge, identify and develop long lasting, profitable relationships with employers.</li> <li>• Keep up to date with all curriculum within the College and new national initiatives concerning apprenticeships and funding for employers.</li> <li>• Prepare suitable presentations and pitches appropriate to size of employer, utilising cross college curriculum expertise as necessary, to secure new business successfully.</li> <li>• Ensure all paperwork, including contracts are raised for all new business in line with College</li> </ul>

procedures and audit requirements.

- Understand and utilise the range of funding resources available to the College.
- Build strong relationships with referral partners, internal College staff, employers and contractors to generate a flow of suitable learners to meet targets and / or improve employment opportunities and generate new business.
- Develop internal relationships to improve internal progression from full time study to apprenticeship vacancies.
- Work with colleagues to recruit and place Apprentice candidates in jobs in your specific area.
- Provide support at key functions including enrolment, open evenings, and events.
- Maintain and develop office systems including electronic and paper files and data management that conform to GDPR and Data Protection Laws.

### **Team Work**

- To work flexibly to meet the needs of the business, and to provide cover and support for other members of the team, as appropriate, in times of absence.
- To work closely with colleagues in other Departments, as well as with external partner agencies.
- To promote the College's 'one team' culture.

### **Communication / Documentation**

- Communicate effectively across a wide range of audiences.
- To ensure and maintain strict confidentiality at all times.
- Manage communications effectively including telephone calls, handle requests and liaise with external clients and organisations, and compose correspondence as necessary.

### **Personal Development / Performance**

- Demonstrate a commitment to continuing Personal/Professional Development.
- Ability to observe and define priorities and timetables in the achievement of strategic and operational objectives.
- Adhere to the College's environmental and sustainability procedures and seek to promote environmental sustainability within own area of responsibility.

### **Equality, Diversity & Inclusion, Health and Safety and Strategy**

- A strong commitment to the principles and practice of Equality, Diversity and Inclusion.
- Take reasonable care of the Health and Safety of yourself and that of any other person who may be affected by your acts or omissions at work.
- Ensure as far as is necessary, that Statutory Requirements, Codes of Practice, Policies and Procedures, and Health and Safety arrangements are complied with.

### **College Values**

- To demonstrate and uphold the College's values.
- To promote and embed these values in all elements of work and in interactions with colleagues, learners, visitors and others.
- To participate in making the College an inclusive environment in which to learn and work.

**Safeguarding of Children and Vulnerable Adults**

- To comply with the College's Safeguarding and Prevent policy and practices, and work in accordance with the Keeping Children Safe in Education Statutory Guidance for Schools and Colleges, and Prevent. To attend relevant and associated training, as required.

**General Data Protection Regulation and Data Protection Act 2018**

- To understand, be aware of, and ensure full compliance with the General Data Protection Regulation, and Data Protection Act 2018, during and after employment with the College, and to comply with the College's Policy for such.

*This is not intended as an exhaustive list of duties or a restrictive definition of the post but rather, should be read as a guide to the main priorities and typical areas of activity of the postholder.*

*These activities are subject to amendment over time as priorities and requirements evolve and as such it may be amended at any time by the line manager following discussion with the postholder.*

*This Job Description and Person Specification is accurate as at March 2024. In consultation with the postholder, the College reserves the right to update, amend or vary its content, to reflect changes to, or modernisation of, the role.*



Measured by:	
A	Application
I	Interview
T	Test
P	Presentation
R	References
Po	Portfolio

## PERSON SPECIFICATION Business Engagement Consultant

Criteria Headings	Essential	Evidenced by	Desirable	Evidenced by
<b>Qualifications/ Education/ Training</b>	<ul style="list-style-type: none"> <li>Minimum of 4 GCSEs at Grade C or above (4 or above) or equivalent qualifications, to include Maths &amp; English.</li> </ul>	A	<ul style="list-style-type: none"> <li>A customer service qualification or willingness to undertake qualification.</li> <li>A construction or engineering qualification.</li> </ul>	A, I  A
<b>Experience</b>	<ul style="list-style-type: none"> <li>Experience of working in a sales environment and working towards targets.</li> <li>An effective sales negotiator with demonstrable determination &amp; positive approach.</li> <li>Experience of and ability to work effectively as part of a team and to coordinate own workload to provide an efficient, effective and dynamic service.</li> </ul>	A, I  A, I, P  A, I	<ul style="list-style-type: none"> <li>Knowledge of CRM systems.</li> <li>Knowledge of the education sector.</li> <li>Experience in the construction or engineering industry.</li> </ul>	A, I
<b>Skills/ Aptitudes/ Competences/</b>	<ul style="list-style-type: none"> <li>Excellent communication skills, written, verbal and non-verbal.</li> <li>Innovative problem solver with high</li> </ul>	A, I  A, I		

	<p>motivation to become involved in project work/new initiatives as they arise.</p> <ul style="list-style-type: none"> <li>• Ability to learn quickly, with an open manner and excellent interpersonal skills.</li> <li>• Ability to adapt quickly to the College's operating environment and establish trust and respect at all levels internally and externally.</li> <li>• Able to provide an effective, approachable and proactive customer focused service.</li> <li>• Ability to work well to meet strict deadlines.</li> <li>• Excellent customer service skills with the ability to engage effectively at all levels internally and externally.</li> <li>• Excellent accuracy and attention to detail.</li> <li>• Proficient in use of Outlook, Word, Excel, PowerPoint and internet-based research tools.</li> </ul>	<p>A, I</p> <p>I</p> <p>I</p> <p>A, I</p> <p>I, P, R</p> <p>I, T</p> <p>T</p>		
<b>Other</b>	<ul style="list-style-type: none"> <li>• Ability to work flexibly, including occasional working at events outside of normal working hours.</li> <li>• Demonstrable understanding of the College's values, and ability to demonstrate practical implementation throughout work duties.</li> </ul>	<p>I</p> <p>I</p>		



## **TERMS & CONDITIONS FOR EDUCATION BUSINESS SERVICES (STOKE) LTD**

The post is offered on an Education Business Services (Stoke) Ltd contract.

### **Conditions of Appointment**

All offers of employment are subject to a Probationary period of up to twelve months, during which time performance will be assessed. In addition, all appointments are subject to:

- *A satisfactory Enhanced Disclosure by the Disclosure and Barring Service (DBS).*
- *A satisfactory Children's Barred List check;*
- *A satisfactory overseas criminal record check (if applicable);*
- *Verification that candidate is legally eligible and permitted to work in the United Kingdom;*
- *Verification of all relevant and required essential qualifications for the relevant post, by original certificate;*
- *Receipt of two references considered suitable by the College;*
- *Successful completion of all elements of the Company and College Induction during the Probationary period, including training modules in Safeguarding, WRAP, Equality, Diversity and Inclusion, GDPR and Health and Safety.*

### **Pension Arrangements**

Eligible employees will be automatically enrolled into the stakeholder pension scheme provided by Scottish Widows.

### **Working Hours**

The standard full time working week for all staff is 37 hours.

### **Maternity, Paternity & Adoption**

The College has a suite of Family Friendly policies, including Maternity, Paternity and Adoption schemes, some of which provide enhanced benefits, while other provide statutory benefits.

### **Sick Pay**

The Company has a scheme of enhanced sickness benefits.

### **Training and Development**

Education Business Services (Stoke) Ltd is committed to the professional and personal development of all our employees. Individual Training and Development plans are formulated via the Staff Check-in process.

### **Holidays**

Education Business Services (Stoke) Ltd staff are entitled to 32 days' annual leave, plus 8 bank holidays. There are a number of directed leave days each academic year and these are set out in the College Calendar. Typically, these directed leave days will be during Christmas, Easter and in the summer period where the College will close its sites in the interests of efficiency.

### **Staff Parking**

Free and ample parking space is available on both sites, subject to availability at peak times. Employees must ensure that they register their vehicle registration with the parking system.

### **Salary Payments**

Salary is paid by direct credit transfer to your bank or building society account in 12 equal instalments. Payment is made on the 27th day of each month or, if this lands on a weekend or bank holiday day, payment is made on the previous working day.

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**Notice Periods**

The amount of notice you are required to give and entitled to receive is 1 month. Fixed term employees are required to give and are entitled to notice as per their contract of employment. The notice period applicable during a probationary period is 1 week.

**Location of Work**

Your principal place of work will be at the site given in the job description of the post. However, you may be required to work on either temporary or indefinite basis, at any premises at which the Company may from time to time provide services.

**Equality of Opportunity**

Education Business Services (Stoke) Ltd is committed to the principle of equal opportunity. We will ensure that no employee, applicant for employment or student receives less favourable treatment on any grounds, which cannot be seen to be justified in relation to employment, education and training.