



## Business Engagement Specialist

### Job Description

<b>Faculty / Department:</b>	Commercial Sales Department
<b>Campus:</b>	Burslem Campus

<b>Responsible to:</b>	Head of Employer Engagement
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<b>Responsible for:</b>	N/A
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<b>Grade:</b>	Salary: £27,330 per annum pro rata (Grade 3B, SCP 27)	<b>Hours:</b>	Full Time, 37 hours per week, 1.0 FTE
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<b>Role Summary:</b>
To provide a highly responsive relationship management function to a number of designated employers. Achieve monthly sales targets for levy and non-levy apprenticeships. Have 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. Advise curriculum teams and the Head of Tutoring, 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.

<b>Main Duties and Responsibilities:</b>
<p><b><u>Work Processes and results</u></b></p> <ol style="list-style-type: none"> <li>1. Identify, engage and develop new business development opportunities with SME and large levy employers</li> <li>2. Undertake account management with key employers ensuring that all relevant correspondence and liaison are logged on the college CRM database Pro-Engage.</li> <li>3. Attend employer meetings and visits to secure business opportunities</li> <li>4. 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>5. Using market and sector knowledge, identify and develop long lasting, profitable relationships with employers</li> <li>6. Keep up to date with all curriculum within the College and new national initiatives concerning apprenticeships and funding for employers.</li> </ol>

7. Prepare appropriate presentations and pitches appropriate to size of employer, utilising cross college curriculum expertise as necessary, to secure new business successfully.
8. Ensure all paperwork, including contracts are raised for all new business in line with college procedures and audit requirements.
9. Understand and utilise the range of funding resources available to the College.
10. 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
11. Develop internal relationships to improve internal progression from full time study to apprenticeship vacancies.
12. Work with colleagues to recruit and place Apprentice candidates in jobs in your specific area
13. Provide support at key functions including enrolment, open evenings, and events.
14. Maintain and develop office systems including electronic and paper files and data management that conform to GDPR rules.

#### **Team Work**

- To work closely with the other Departments, as well as with partner agencies.

#### **Communication / Documentation**

- Communicate effectively across a wide range of audiences.

#### **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, or Trust, Resilience, Authenticity &

Ambition, Innovation & Collaboration, and Nurture (TRAIN).

- 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 and inclusive environment in which to learn and work.

**Safeguarding of Children and Vulnerable Adults**

- To comply with the College's Safeguarding policy and practices, and work in accordance with the Keeping Children Safe in Education Statutory Guidance for Schools and Colleges. 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 November 2020. 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 Specialist

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/sales qualification or willingness to undertake qualification</li> <li>Degree or equivalent in a relevant field</li> </ul>	A, I
	<ul style="list-style-type: none"> <li>A Levels in a relevant subject or equivalent qualifications</li> </ul>	A		A
<b>Experience</b>	<ul style="list-style-type: none"> <li>Significant experience of working in a sales team securing and exceeding sales income targets</li> </ul>	A,I	<ul style="list-style-type: none"> <li>Knowledge of Pro-suite including ProSolution and ProEngage</li> </ul>	A,I
	<ul style="list-style-type: none"> <li>A highly effective sales negotiator with demonstrable determination &amp; positive approach</li> </ul>	A,I,P		
	<ul style="list-style-type: none"> <li>Ability to work effectively in a team and manage own workload to provide an efficient, effective and dynamic service</li> </ul>	A,I		
	<ul style="list-style-type: none"> <li>A fast learner, with an open manner and excellent interpersonal skills</li> </ul>	A,I		

	<p>who can adapt quickly to the College's operating environment and establish trust and respect at all levels internally and externally.</p> <ul style="list-style-type: none"> <li>• Excellent communication skills, written, verbal and non-verbal</li> <li>• Innovative problem solver with a willingness to become involved in project work/new initiatives as they arise</li> </ul>	<p>A, I, P</p> <p>I, P</p>		
<p><b>Skills/ Aptitudes/ Competences/</b></p>	<ul style="list-style-type: none"> <li>• Able to provide an effective, approachable and proactive customer focused service.</li> <li>• Ability to work well to meet strict deadlines pressure</li> <li>• Good communication and customer service skills with the ability to engage effectively at all levels internally and externally</li> <li>• Accuracy and attention to detail</li> <li>• Flexible working with ability to work at events outside normal working hours</li> <li>• Proficient in use of Outlook, Word, Excel, PowerPoint and internet based</li> </ul>	<p>I</p> <p>A, I</p> <p>A, I</p> <p>I</p> <p>I</p> <p>I</p>		

Vacancy number: 2034

	research tools			
<b>Other</b>	<ul style="list-style-type: none"><li>• Demonstrable understanding of the College's values, and ability to demonstrate practical implementation throughout work duties.</li></ul>			