##

## Job Description

**Business Development Consultant**

Job Title: Business Development Consultant

Grade: Harmonised Scale pt. 27 – 31 plus up to 20% P.R.P based on the achievement of targets

Responsible to: Head of Apprenticeships and Skills

Hours: 36 hours per week, 52 weeks per year

Base: Hayes Campus

###### MAIN SCOPE OF POST

To engage with a broad range of employers, supporting large employers to maximise their apprenticeship levy and Small and Medium Employers (SMEs) to advise on how apprenticeships can enhance their business.

To manage a territory plan in order to identify and generate new business opportunities.

To manage and develop strong relationships with employers in order to identify and sell various training solutions.

To promote IoT offer to employers, including T Levels and Higher Apprenticeships

To agree training solutions for employees to close skills gaps, identify recruitment needs include work experience and industry placement opportunities.

To identify employer requirements, write proposals and sell training solutions which meet employer needs and College income targets.

###### DUTIES

1. To use LMI and other labour market intelligence to develop and manage a territory plan in order to generate new leads and identify new business opportunities.
2. To communicate effectively with levy and non-levy paying employers to create new leads.
3. To increase sales of training solutions through expanding the customer base and by gaining new business.
4. To ensure accurate and timely completion of reporting mechanisms and systems and other internal monitoring documentation.
5. To assist the Head of Apprenticeships and Skills (HAS) in generating and pursuing leads to agreed conversion income and portfolio targets.
6. To assist and liaise with the apprenticeship recruitment team with apprenticeship and traineeship vacancies
7. To cross sell the full range of College services to meet employer needs within the designated industry/sector areas.
8. To advise, guide and identify employer requirements, in relation to their apprenticeship levy to write proposals and find, develop, negotiate funding and sell training solutions to meet employer needs and College income targets.
9. Working in partnerships with employers, ensure suitability of the work place settings through health and safety assessments.
10. To ensure accurate and timely completion of all sign up paperwork and CRM data.
11. Leading the administration and management of the Digital Apprenticeship Service Account in line with ESFA commitment statements and employer agreements.
12. To develop strong links with employers and relevant support agencies within the designated industry/sector areas.
13. To work closely with the curriculum, meeting on a monthly basis with the designated curriculum leads and Administrators to agree training delivery and monitor progress against agreed targets.
14. To act as Account Manager for various employers to oversee the employer journey from initial contact through to evaluation of satisfaction, impact and repeat business.
15. To maximise use of the CRM database.
16. To achieve the Key Performance Indicators.

OTHER DUTIES

1. To take an active part in the appraisal and mentoring process.
2. To maintain the highest standards in accordance with the policies of the corporation

16. To comply with all relevant Health and Safety regulations and assist the College in the implementation of its own Health and Safety policy.

17. To comply with and actively promote within their section the College’s Equality and Diversity and Safeguarding Policies.

18. To participate in and contribute to the College’s in-service and training activities.

19. To participate in Open Days and other recruitment duties which may include late evenings and Saturdays.

20. To carry out all other duties as may be reasonably required.

**Further Education is an ever-changing service and all staff are expected to participate constructively in College activities and to adopt a flexible approach to their work. This job description will be reviewed annually during the appraisal process and will be varied in the light of the business needs of the College.**

**Business Development Consultant**

**Person Specification**

|  |  |  |  |
| --- | --- | --- | --- |
|  | Essential | Desirable | How assessed?\* |
| Qualifications |  |  |  |
| Good standard of education (GCSE level or equivalent including Maths and English) | **✓** |  | Cert/AF |
| Qualified to Level 3 (A level or equivalent professional qualification) |  | **✓** | Cert/AF |
| Knowledge and Experience |  |  |  |
| Experience of providing Training and Development advice to employers and undertaking training needs analysis | **✓** |  | AF/IV |
| Experience of providing / selling successful commercial training services | **✓** |  | AF/IV |
| Knowledge and experience of meeting sales targets on a regular basis | **✓** |  | AF/IV |
| Experience of increasing sales through expanding the customer base and generating new business | **✓** |  | AF/IV |
| Experience in negotiating with and influencing employers to maximise sales revenue | **✓** |  | AF/IV |
| Ability to anticipate, identify and respond to customer needs | **✓** |  | AF/IV |
| Ability to plan and organise own time to manage multiple priorities and meet deadlines | **✓** |  | AF/IV |
| Ability to maintain accurate records on the Customer Relationship Management database and monitor income generation | **✓** |  | AF/IV |
| Knowledge of Further Education and/or Training Providers and an understanding of apprenticeship funding rules  | **✓** |  | AF/IV |
| Understanding of Apprenticeship funding reforms |  | **✓** | AF/IV |
| Other Skills |  |  |  |
| Good interpersonal skills | **✓** |  | IV |
| Good networking skills | **✓** |  | AF/IV |
| Ability to manage partnership working  | **✓** |  | AF/IV |
| Ability to achieve targets within deadlines | **✓** |  | AF/IV |
| Good literacy and numeracy skills | **✓** |  | AF/T |
| Attention to detail | **✓** |  | AF/IV |
| Good IT skills (Microsoft Office packages) | **✓** |  | AF/T |
| Continuing professional development | **✓** |  | AF |
| Self motivation | **✓** |  | IV |
| Valid driving licence and own transport (max. 6 points) | **✓** |  | AF |
| Flexibility with the ability to work independently using own initiative | **✓** |  | AF/IV |
| Good teamworking skills | **✓** |  | AF/IV |

Evidence of criteria will be established from:

AF = Application Form Cert = Certificates checked on induction

IV = Interview T = Test at selection process stage