



## JOB DESCRIPTION

<b>JOB TITLE:</b>	<b>Employer Engagement Manager</b>
<b>Department:</b>	<b>Employer Engagement</b>
<b>Grade:</b>	<b>MS 300 - 307</b>
<b>Directly responsible to:</b>	<b>Director of Apprenticeships and Employer Engagement</b>
<b>Directly responsible for:</b>	<b>Employer engagement and conversion</b>

### **Purpose of Job:**

- To develop and oversee the outstanding engagement of employers for the college including apprenticeships and work experience. To enhance reputation in the local business community.
- To work collaboratively with the University of Bolton group to effectively develop the ConnectED brand.
- To lead on the development of Employer Academies to support the implementation of work experience and industry placements.
- To work with the Apprenticeship contract Manager to ensure that each step of the employer and learner journey is one of high quality.
- To drive apprenticeship growth to support in the expansion of the delivery of standards within the college.
- To develop a culture of continuous improvement and ensure that Learners are recruited with integrity and screened prior to interviews with employers
- To provide outstanding leadership for employer engagement, ensure effective and efficient budget control and develop an effective overview of College targets for income generation and learner outcomes for work experience;
- To work collaboratively with the Apprenticeship Manager and Curriculum to support on curriculum design in response to levy implementations and develop a responsive range of products that will further meet the needs of employers and learners.
- To work as part of the college Management Team to contribute to the strategic direction of the college and to work closely with the stakeholders at a local and regional level.
- To work with the Apprenticeships and Contracts manager to effectively write, collate and submit high quality bids for external funding opportunities and proposals.

### **Main Responsibilities and Duties**

- To plan, develop, implement and evaluate the engagement and conversion of employers.
- To plan, develop, implement and evaluate the engagement and placement of learners with Employers.
- To have a comprehensive understanding of funding and performance rules to ensure compliance for internal and external auditing as well as to ensuring Employer engagement advisors are advising employers accurately.
- To liaise with the Marketing Manager and Apprenticeship Manager to identify local education, training and skills needs for apprenticeships and full cost work. To use this information to effectively implement a growth delivery plan.
- To be responsible for, and work with appropriate staff to ensure the college meets its apprenticeship recruitment targets through targeted marketing, communications and publicity.
- To agree and lead on the performance objectives of direct line reports so that they contribute to the achievement of whole college targets.
- To maintain effective relationships with external organisations such as validating bodies, the Local Authority, universities, corporate clients, national development agencies and other appropriate organisations.
- To carry out the full range of duties of a manager and to carry out such other duties as may reasonably be decided from time to time by the Principal.
- To deputise for the Director of Apprenticeships and Employer Engagement at external partnership and network events to enhance the college reputation for employer engagement and to develop strategic alliances and partnerships.
- To work with the Apprenticeships and contracts manager to effectively write, collate and submit bids for external funding opportunities and proposals
- To ensure effective service standards are applied in all employer-facing interactions.
- To support Director of Apprenticeships and Employer Engagement in embedding employer engagement processes cross College.
- To develop with the report writers an effective data dashboard for employer engagement activities and performance to target for work placements and recruitment to target.
- To work alongside the ILT team to develop effective reporting processes and applications of the work experience portal for Career coaches and learners.
- To develop, implement and evaluate processes and opportunities to increase direct and cross college income generating activity and maximise performance against targets.
- To develop, implement and evaluate processes and opportunities to increase direct and cross college Employer Academies and maximise performance against targets
- To cost-effectively deliver a number of specific targets relating to business generation
- Actively promoting and support the full range of employer-facing college provision to organisations and employers in order to achieve all targets, including Employer academies, apprenticeships, bespoke/full cost provision and ESF/other funded

provision.

- Generating employer leads, responding to employer enquiries, conducting initial employer visits to ascertain workforce development requirements and working with Programme Areas to ensure the development and delivery of appropriate packages of training support that meet employers' needs.
- Develop direct reports to ensure targets set are monitored and achieved
- Work closely with the college's finance department and Apprenticeship contract Manager to ensure employer payments and levy payments are accurate.
- Work closely with the finance department to ensure that employer incentive payments/grants are paid out timely and accurately.
- Prepare high quality accurate reports to keep senior managers informed of developments, number of active employers, and work experience performance to targets set.
- Build and develop effective relationships with employers and adopting key account management practices.
- Develop and implement service standards for Employer Engagement Advisors/job coach and develop a culture of accountability and improvement within the team.
- Building effective partnerships with internal Programme Areas to develop a range of solutions to meet employers' needs, including bespoke options.
- Deliver staff training – CPD events to upskill where needed on funding changes
- Deliver Employer events to support Employers in the changes to Apprenticeships and the Courses on offer
- Effectively lead and develop employer training needs analysis activities, utilising a variety of tools, to develop training plans for employers, identify employer training priorities and opportunities for new programmes and services.
- Lead on ensuring the necessary infrastructure and systems are in place to deliver a quality service to employers, including income tracking and recording information on the employer database and CRM.
- To demonstrate high levels of professional practice, inspiring, motivating and influencing cross college teams and providing knowledgeable and innovative leadership to the Employer Engagement team
- Ensuring effective and efficient utilisation and monitoring of the area's budget / financial targets.
- Working with the Marketing department to develop and implement effective employer engagement activities, including marketing materials, e-newsletters and events. Analyse impact and conversion rates of activities to support future decision making.
- Representing the College at external meetings and events to raise the profile of the College's work with employers.
- The post holder will be expected to work flexibly and efficiently, to maintain the highest professional standards and to promote and implement the policies of the Corporation.
- To undertake such other duties as may be required by the Principal commensurate with the grade and nature of the post.
- To lead, develop and manage the Employer Engagement Team in order to deliver a high quality service and comply with College Quality Policies and Procedures.

- The post holder will be expected to comply with any rules and regulations which the Corporation may from time to time issue to ensure the efficient operation of its business and the welfare and interests of its students and employees.
- In carrying out their duties the appointee must comply with Health and Safety Regulations, be aware of the College statement on Health and Safety and take full responsibility for ensuring the Health and Safety of young people and vulnerable adults under their supervision.
- Be fully aware and comply with College policy on equality and diversity, equal opportunities and safeguarding children and vulnerable adults procedures.

### **Place of Work**

The principal place of work will be at Bolton College's Deane Road campus. However, the post holder may be required to work on either a temporary or an indefinite basis at any premises at which it may, from time to time, provide services or at other locations, mainly in the Bolton area when required. As part of their duties, the post holder may be required to travel within the United Kingdom. Such travel may include attendance at conferences or seminars for the purpose of maintaining and updating their professional skills.

### **Working Hours**

The post holder will be expected to work such hours as are necessary for the proper performance of their duties and responsibilities, with a minimum of 37 hours per week. The post holder may, from time to time, be required to work sometimes at short notice on evenings/weekends, in which case time off in lieu will be given during the normal working week.

### **Probationary Period**

If the post holder is a new employee to the College, the first 9 months of employment will be a probationary period, during which the suitability of the post holder for the position will be assessed. The College reserves the right to extend the probationary period if, in its opinion, circumstances so require. During the probationary period, employment may be terminated either by the post holder or by the College by giving written notice of one month.

### **Appraisal & Training**

The post holder will be required to participate in a staff appraisal approved by the Corporation.

The College wishes to encourage staff to increase their skills and qualifications, for the benefit of the individual and the College. The post-holder may therefore, at the discretion of management, be required to undertake training and development appropriate to present and future needs of the College.

Bolton College is committed to safeguarding and promoting the welfare of young people and vulnerable adult's and expects all staff and volunteers to share this commitment

**JOB DESCRIPTION PREPARED BY:**            *Director of Apprenticeships and Employer Engagement*

**DATE:**