

# DESCRIPTION

**Job Title: Head of Employer Engagement**

**Reports to: Assistant Principal – Apprenticeships and Adults**

**Job Purpose:**

The Head of Employer Engagement is responsible for driving and executing the college's employer engagement strategy, with the goal of increasing apprenticeship starts, maximising funding streams, and ensuring full-time student's transition into apprenticeships. You will play a critical role in building strategic partnerships, identifying new business opportunities, and ensuring your team delivers on ambitious targets. This role demands a driven, dynamic leader who excels in relationship-building, motivating staff, and performance management.

**Key Responsibilities:**

**1. Employer Engagement & Partnership Development**

- Develop and implement a comprehensive employer engagement strategy to increase apprenticeship starts for both 16-18 and 19+ learners, adult learning funding streams, and full-cost recovery programmes
- Build and nurture sustainable relationships with employers to align with college goals, industry needs, and funding opportunities.
- Lead employer engagement initiatives, including strategic events, networking, and marketing, with a focus on communicating apprenticeship reforms and funding changes to businesses.
- Establish targeted strategies for large employers and SMEs to meet diverse workforce development needs.
- Drive the progression of full-time students into apprenticeships, ensuring effective pathways and support mechanisms are in place to facilitate their transition.

**2. Business Growth & Development**

- Identify and capitalise on new business opportunities, working closely with senior management to develop and execute plans for growth.
- Create business plans that drive commercial income, maximize financial contribution, and ensure the long-term sustainability of the college's training programs.
- Lead the development of innovative training and apprenticeship models that meet evolving employer demands and sector-specific needs.

**3. Marketing & CRM Utilisation**

- Collaborate with the Marketing Team to create dynamic, targeted campaigns that promote apprenticeship opportunities and employer engagement initiatives.
- Oversee the development and optimization of the CRM system as a business development tool, ensuring that employer engagement efforts are tracked and nurtured effectively.

#### **4. Team Leadership & Performance Management**

- Lead, motivate, and performance manage a high-performing team of Employer Engagement Executives to achieve targets.
- Conduct regular one-to-ones, recruit new staff, and perform appraisals and performance reviews to align the team with college objectives.
- Develop and implement KPIs to track and monitor performance, ensuring continuous improvement and making necessary adjustments to strategies based on outcomes.
- Drive the team to ensure high volumes of full-time student's progress into apprenticeships, establishing clear targets and support systems to facilitate their movement into work-based learning.

#### **5. Strategic & Operational Leadership**

- Contribute to the college's strategic and operational planning, particularly around apprenticeships, employer engagement, and progression of full-time students into apprenticeship pathways.
- Provide insights into labour market trends, government funding streams, and sector-specific opportunities to inform and influence college decision-making.
- Work closely with curriculum teams to ensure that employer-led learning pathways are embedded into apprenticeship and adult education programs, supporting progression and industry relevance.

#### **6. Reporting & Financial Management**

- Monitor, report, and analyse key metrics related to employer engagement, apprenticeship starts, and revenue growth to ensure transparency and alignment with targets.
- Take ownership of the department's budget, ensuring effective budget control and financial management to meet the college's business objectives.
- Provide forecasts and reports on regional performance, identifying opportunities for margin growth and increased financial contribution.

#### **7. Compliance & Quality Assurance**

- Ensure all employer engagement activities meet the college's quality standards and comply with apprenticeship funding regulations.
- Lead the communication of funding changes and apprenticeship reforms to employers, ensuring they understand how to maximize available opportunities.

### **Required Qualifications**

- Degree or equivalent in Business, Education, or a related field.
- Good working knowledge of Microsoft Office including Word and Excel
- Working knowledge of relevant current legislation and statutory requirements and funding rules across apprenticeships.

### **Required Knowledge and Experience**

- Proven experience in employer engagement, business development, or sales, ideally within the education, training, or skills sector.
- Strong knowledge of apprenticeships, funding rules, and government initiatives related to skills development.
- Demonstrated ability to build and manage strategic partnerships, with a proactive approach to networking and relationship management.
- Strong leadership and management skills, with experience in performance management and team development.

- Excellent communication, presentation, and negotiation skills, with the ability to inspire confidence in employers, staff, and internal stakeholders ensuring the progression of full-time students into apprenticeships.
- Experience in further or higher education or in a commercial training environment.
- Familiarity with CRM systems and their use in business development.

**Additional Information:**

- The role may require travel to meet with employers and attend industry events.
- Evening or weekend work may be necessary to support employer-related activities or college events.

*You may be required to undertake such other duties, commensurate with your grade and hours of work, as may reasonably be required and to from any building, location or premises of Wigan & Leigh College, and any other establishment where Wigan & Leigh College conducts its business.*

*This is a description of the job as it is at present and is current at the date of issue. The job description will be renewed and updated as necessary to ensure that appropriate revisions are incorporated and that it relates to the job to be performed.*

*This College is committed to safeguarding and promoting the welfare of children and young people and expects all staff and volunteers to share this commitment.*