

JOB DESCRIPTION

Post:	Apprenticeship Business Development Executive
Responsible to:	Head of Business Development
Pay Band:	7

JOB PURPOSE

This role is being recruited to work on the following Project: ***Simplifying the skills system for SMEs; promoting apprenticeships and green skills in the STEM sector.*** This project is part funded by the European Social Fund.

This role will work as a part of a Business Development team representing the college to external clients and stakeholders, you will manage key accounts and repeat business whilst proactively seeking out new opportunities for partnerships. The main focus of the role will be identifying apprenticeship prospects, but the team also generate opportunities for the wider college in relation to industry placements, work experience and other employer engagement activities.

You will be a proactive problem solver, forward thinking and highly professional, with excellent communication skills who is able to generate and carry out a variety of sales and marketing plans to meet and exceed annual income targets. The ideal candidate will be comfortable working both independently and as part of a team and have a flexible approach to their work and comfortable with a constantly changing environment. You will need to have strong IT skills and able to adapt to periods of increased workload during the busy enrolment months at the start of each academic year.

You will be willing to travel throughout Oxfordshire and beyond and to work flexibly to meet the needs of the business. Some evening and occasional weekend work will be required as a part of this role.

MAIN TASKS

- Identify and engage new employer relationships and enhance apprenticeship opportunities with existing customers and clients.
- Promote opportunities for wider college engagement and industry placement / work experience opportunities with local businesses.
- Develop and implement effective business planning and sales techniques to secure new businesses opportunities.
- Account-manage a caseload / portfolio of clients, with responsibility for specific programmes and geographic regions in Oxfordshire.
- Take part in a range of marketing activities including those with external agencies and organisations as identified with the marketing team.
- Representing the college at local business and networking events as and when required.
- Provide support and advice for companies on training related issues and conduct

organisational/training needs analysis where appropriate.



- Project manage new initiatives and programme launches as required.
- Provide regular reports against agreed targets and milestones.
- Enter data and maintain accurate information on client relationships using college systems.
- Liaise as appropriate with college teams at all levels to ensure the college provides a responsive service to business enquiries.
- Develop product knowledge relating to apprenticeships, T-Levels, higher education and the whole-college offer, remain up-to-date with changes in the Further Education (FE) sector.
- Ensure all administration is completed within a timely manner and to the agreed standard.

Other Duties Applicable to All Staff Working at Abingdon and Witney College

- Take personal responsibility at all times for ensuring the welfare of students, apprentices and visitors by ensuring their access to the support, services and resources available. It is expected that all members of staff will play a part in ensuring that all students are safe, happy and complete their programmes successfully.
- Comply with College procedures in relation to Safeguarding and the Prevent agenda.
- Participating in a programme of personal development.
- Keeping abreast of developments in your area.
- Adhering to the Health and Safety policies and procedures in force within the College, with particular regard to your own safety and that of other people using the College.
- Adopting high standards of customer service.
- Staff must abide by any College policies in relation to dealings with staff and students, e.g. communications, equal opportunities and employment policy.

As a term of your employment you may be required to undertake such duties as may reasonably be required of you, commensurate with your grade, at any of the College sites.

The College reserves the right to amend the job description in consultation with the employee to reflect changes in the duties of the post.

PERSON SPECIFICATION

It is **essential** that the post holder has:

	Essential criteria	How assessed
1	Has a relevant qualification at a minimum of level 3 (A level, Diploma or equivalent).	Certificate(s)
2	Has knowledge and experience of business development and sales techniques and a track record of business to business sales ideally in an education or training environment.	Interview/Application
3	Has a track record of exceeding sales targets.	Interview/Application
4	Is a self starter who is target focussed and sales orientated.	Interview/Application
5	Has excellent organisational and administrative skills.	Interview/Application
6	Has excellent communication skills, both spoken and written.	Interview/Application
7	Has excellent customer service skills and experience of account management.	Interview/Application
8	Has the ability to develop systems and procedures including the use of new technology to streamline tasks and improve efficiency.	Interview/Application
9	Is able to work flexibly both as a member of a team and on your own initiative.	Interview/Application

It is **desirable** that the post holder has:

	Desirable Criteria	How Assessed
1	Has knowledge of the further education environment.	Interview/Application
2	Has experience of working on externally funded projects	Interview/Application
3	Has knowledge of national, regional and local initiatives relating to employer engagement.	Interview/Application
4	Has experience of supporting bid writing.	Interview/Application
5	Has experience of developing new products within an education setting.	Interview/Application
6	Has experience of conducting training needs analyses.	Interview/Application

CONDITIONS OF SERVICE

Salary:	Pay band 7
Payment:	Monthly payments direct to bank via BACS
Holidays:	24 working days, rising to 29 days plus Bank and Public Holidays pro rata.
DBS:	All employees undergo a Disclosure and Barring Service (DBS) check. Copies of the Disclosure and Barring Service Code of Practice and the College's policy on the 'Secure Storage, Handling, Use, Retention & Disposal of Disclosure and Barring Service (DBS) Disclosures and Disclosure Information' are available on request.
Pension	Employees are automatically opted into the Local Government Pension Scheme (LGPS) however, they may opt out if they wish.

These details are for broad information only and must not be taken as a complete or authoritative statement. They do not constitute a full contract of employment.

SAFEGUARDING AND PREVENT - Abingdon & Witney College is committed to:

- ensuring the well-being of all young people and vulnerable adults in its care
- ensuring all students, staff and stakeholders are aware of the need to prevent people from being drawn into terrorism

EQUAL OPPORTUNITIES - Abingdon & Witney College aims to be an equal opportunity employer. We are committed to the policy that staff recruitment shall be carried out in accordance with equal opportunities practice and legislation and that appointments shall be made only on the basis of job-related criteria.



Abingdon and Witney College is committed to good practice in employing people with disabilities. To this end the College will:

- Interview all applicants with a disability who meet the minimum criteria for a job vacancy and consider them on their abilities.
- Ask disabled employees at least once a year what can be done to be sure that they can develop and use their abilities at work.
- Make every effort when employees become disabled to make sure they stay in employment.



- Make sure key employees develop the awareness of disability needed to make this commitment work.
- Review these commitments annually.