



Post Title: Senior Account Manager – Higher & Degree Apprenticeships

Responsible to: Head of Industry Partnerships & Growth

Status: Fixed Term until 31st July 2025. Full Time 37 hours per week

Purpose of the job: To engage with industry partners to support the growth of higher and degree apprenticeships. The role will work closely with industry partners to support the design, and development of delivery models for implementation and delivery from September 2025.

REASEHEATH COLLEGE MISSION

“Industry focused, career ready”

REASEHEATH COLLEGE VALUES

Every member of staff at the College has a responsibility for and commitment to the implementation of the College Vision so that the learner experience is a valuable and memorable one.

As an important part of our team you are also required to ensure that your behaviour towards both staff and learners demonstrates P R I D E in everything you do through actively supporting our Values:

P eople **R** esponsibility **I** ntegrity **D** iversity **E** xcellence

Key Tasks and Responsibilities of your Job Role

- Senior Account Manager with direct line management responsibility for Higher & Degree Apprenticeship Outreach Worker.
- Account Management – build a firm platform for long term relationships to ensure growth of higher and degree apprenticeships, and repeat business to maximise income streams through both cross and up selling.
- Collaborate with colleagues to ensure a full solution is offered to businesses to fully meet their training and development needs. Utilising full cost courses, Apprenticeships, and other funding streams available across the College
- Work positively and productively with the HE/FE curriculum and apprenticeship departments to resolve employer concerns or queries, ensuring a strong and engaging customer experience

- Identify and develop a group of industry partners and businesses to support the development of higher and degree apprenticeships within identified sectors.
- Build a pipeline of industry partners to offer higher & degree apprenticeship opportunities from September 2026
- Line manage the Higher & Degree Apprenticeship Outreach Worker.
- Collaborate and work effectively as part of a high performing team to ensure accountability and clarity of objectives, and which utilises and develops skills, knowledge and competencies of all staff members.
- Lead, manage and develop team members, and support colleagues, to deploy and develop skills and talents to meet business objectives
- Ensure a high quality of IAG and customer service is provided to both employer and industry partners.
- Monitor and drive consistent use of existing CRM system, to enable effective management of employer engagement
- Lead, manage and develop team members and support curriculum colleagues to deploy and develop skills and programmes to meet business objectives and comply with Funding Body requirements for the provision
- Participate in personal professional development within the team to maintain continuous professional development
- To ensure customer needs are met through effective end to end relationships
- Responsible for initiating, planning and leading industry focused events to gain industry insight to support curriculum and provision development
- Prepare reports as required for internal committees and project returns.
- Plan and organise own workload to ensure that all project requirements are met to strict deadlines.
- Keep up to date with competitors' strengths / weaknesses, evaluation of the market and scoping out new opportunities
- Creation of strong customer facing presentations and materials
- To minimise any financial loss, ensure Employers approve all DAS requests in a timely manner
- Taking personal responsibility for supporting, promoting and following all College policies in relation to health and safety, safeguarding, equality and diversity and data protection within the scope of the post.

PLEASE NOTE

Reaseheath is an education establishment within an ever-changing service and all staff are expected to participate constructively in College activities and to adopt a flexible approach to their work.

Your job description will be reviewed during your annual Performance Development and Review interview and will be varied in the light of the changing business needs of the College.

The job description is not intended to be exhaustive and is only indicative of the nature and level of the responsibilities associated with the post at the date it was drawn up. Your duties may vary from time to time without changing the general character of the post or the level of responsibility. Such variations are a common occurrence and cannot of themselves justify a reconsideration of the terms and conditions of employment associated with the post.

Please note this role constitutes 'regulated activity' as defined by the Protection of Freedom Act 2012. The successful candidate will therefore be required to undertake an enhanced DBS check with barred list information prior to starting employment. You must have the right to work in the UK and will be required to provide evidence to support this.



Person Specification

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Knowledge, Skills & Experience (E – Essential, D – Desirable)	
<ul style="list-style-type: none"> Substantial experience of developing new business opportunities within an Apprenticeship setting 	E
<ul style="list-style-type: none"> Substantial experience of Account Management within a higher and degree Apprenticeship setting 	E
<ul style="list-style-type: none"> Desirable – A1 and V1 qualification 	D
<ul style="list-style-type: none"> Qualified to Level 4 or equivalent 	D
<ul style="list-style-type: none"> Essential - IT Skills and experience of MS Office Applications 	E
<ul style="list-style-type: none"> Substantial experience in communicating and negotiating effectively with external and internal stakeholders and customers 	E
<ul style="list-style-type: none"> Substantial experience in driving improvements within the team through communication and customer relationship management 	E
<ul style="list-style-type: none"> Substantial experience of delivering presentations to customers at all levels 	E
<ul style="list-style-type: none"> Substantial experience in understanding business drivers within the apprenticeship sector 	D
<ul style="list-style-type: none"> Strong organisation skills, and the ability to prioritise 	E
<ul style="list-style-type: none"> Substantial/ proven experience of negotiating / winning / closing new business through exceptional sales, marketing and networking skills 	E
<ul style="list-style-type: none"> Substantial experience of overcoming challenges and influencing challenging situations 	E
<ul style="list-style-type: none"> Full clean driving licence, must be flexible to travel, could involve occasional international travel if necessary 	E
<ul style="list-style-type: none"> Ability to utilise resources effectively and efficiently to achieve high standards and targets, whether under direct or indirect control 	E
<ul style="list-style-type: none"> Substantial experience in contributing to departmental budget setting and tracking against KPI targets for Apprenticeship and commercial income 	E