

Job Description

Job Title:	Employer and Business Development Officer - Tendring 100
Responsible To:	Employer Accounts and Engagement Manager
Line Management of other staff:	No
Location:	Colchester and Clacton, with travel across the Tendring District
Salary:	Actual Salary £21,299 - £23,224 per annum Full-time Salary £26,269 - £28,644 per annum
Date of last review:	October 2024

Purpose Statement:

As an Employer and Business Development Officer, you will play a pivotal role in driving growth and fostering strong relationships with our clients. This position requires a blend of account management, administration, and business development skills. You will be responsible for managing existing and new client accounts, handling administrative tasks related to accounts, and actively contributing to the expansion and development of new business opportunities within the Tendring District Council boundary areas. This position has received funding from Essex County Council as part of the PHAB initiative lead by the Public Health team and ESNEFT. Hosted by Colchester Institute, the role will be part of the Tendring 100 project with the purpose to enhance the promotion and uptake of apprenticeships across the Tendring District Council boundary to promote economic growth and address health inequalities. The successful candidate will work as part of a wider project team incorporating external partners and stakeholders.

It is expected that **60% of this role will be business development, 30% account management (new and existing) and 10% administration.**

Main Duties & Responsibilities:

1	Business Development (60%):
	<ul style="list-style-type: none"> • Establish and nurture collaborative relationships with employers across Tendring and neighbouring communities within Essex, actively promoting apprenticeship opportunities to enhance awareness and foster aspirations among potential employers • Explore and investigate potential fresh business prospects within Tendring and the neighbouring communities and the local supply network. • Collaborate with internal teams and Tendring 100 programme partners, to champion apprenticeship opportunities, facilitating the sourcing of new talent to meet these positions effectively • Working with the Tendring 100 Project Manager and in the development of business development strategies and plans taking responsibility for delegated objectives • Conduct market analysis and competitive research to identify trends and opportunities

	<ul style="list-style-type: none"> • Engage in proactive outreach to prospective employers utilising diverse channels such as direct outreach, networking events, and online platforms, with the aim of establishing fruitful partnerships across Tendring. • Participate in meetings, presentations, and negotiations with prospective employers • Collaboratively work with the Tendring 100 Project Manager to develop and create comprehensive marketing materials, including website content, social media posts, email campaigns, and flyers/brochures. This ensures our publications effectively showcase our offerings and engage our target audience • To achieve assigned targets in key areas of apprenticeships as agreed with the Tendring 100 Project Manager • Ensure impartiality in signposting to local providers based solely on employers' preferences, while prioritising meeting their needs and keeping them central to the process. The intent is to effectively address and close their skills gaps • Collaborate with training providers to identify suitable candidates from the talent pool and support these candidates in preparing for the application and selection process.
2	<p>Account Management (30%):</p> <ul style="list-style-type: none"> • Serve as the primary point of contact for supporting and following up on all project enquiries in partnership with the Tendring 100 Project Manager. • Conduct an impartial allocation of project enquires to the training providers best suited to meet the needs of the apprentice and employer. • Develop and maintain strong relationships with key stakeholders within employer organisations. • Understand employer' needs, objectives, and challenges to effectively address them through working across the Tendring 100 partners • Regularly communicate with stakeholders and the Tendring 100 Project Manager to provide updates, gather feedback, and ensure satisfaction with our services. • Resolve any issues or concerns raised by employers in a timely and professional manner working with relevant stakeholders. • Obtain testimonials and references from key employers to support future marketing. • Work with Healthwatch Essex, the official evaluation partner for the Tendring 100 project to support with access to employers and apprentices engaged on the project as part of the evaluation.
3	<p>Account Administration (10%):</p> <p>The following tasks will be executed with the assistance of the Tendring 100 Project Manager:</p> <ul style="list-style-type: none"> • Manage the administrative aspects of employer accounts, including the maintenance and development of a CRM to fulfil contractual reporting requirements. • Ensure accurate and up-to-date records of employer enabler forms and agreements.

	<ul style="list-style-type: none"> • Coordinate with Tendring 100 partners to fulfil client requests and deliverables • Monitor account performance and track key metrics to assess client satisfaction and identify areas for improvement • Prepare regular reports and presentations for employers and internal/partner stakeholders working with Tendring 100 partners • Develop efficient and time bound processes in responding to employer queries, referring to relevant colleagues and recording and maintaining records on the Customer Relationship Management (CRM) platform
4	To develop and update personal professional expertise in the relevant areas.
5	Adhere to and promote the College's Safeguarding, Diversity, Equity & Inclusion, College Values and Health and Safety policies and practices.
6	To undertake any other associated duties determined by the college.

This job description is current as the date shown. It may be amended in any way following consultation with the post holder to take account of changes or anticipated changes in the organisation or management of Colchester Institute

Person Specification

Job Title:

 Employer and Business Development
Officer - Tendring 100

Qualifications	Essential	Desirable	How is this assessed?
Education to level 3 or above and/or a professional qualification in relevant subject area or equivalent		✓	A
Minimum of Level 2 qualification in English and Mathematics GCSE 4+ or C and above / CSE Level 1 / O-Level C or above / Level 2 Adult Numeracy or Literacy or equivalent	✓		A
Experience	Essential	Desirable	How is this assessed?
Knowledge and experience of the education sector, this could be linked to commercial, apprenticeships or the adult education budget.	✓		A / I
Experience of offering excellent customer service, to all stakeholders.	✓		A / I
Understanding of Apprenticeship funding.		✓	A / I
Proven experience in generating business and developing employer relationships including recruitment.	✓		A / I
Knowledge and Skills	Essential	Desirable	How is this assessed?
Competent using Microsoft Office.	✓		A / I
Experience of presenting reports, data and maintaining a Customer Relationships Management system.	✓		A / I
Excellent interpersonal, oral and written communication and presentation skills.	✓		A / I / P
Understanding and commitment to safeguarding the welfare of children and vulnerable adults, creating a safe learning environment.	✓		A / I / P

Personal Attributes	Essential	Desirable	How is this assessed?
Ability to influence a positive mindset in relation to learning and education.	✓		A / I / P
A strong commitment to Equity Diversity, and inclusion.	✓		A / I / P
Enjoys working collaboratively and seeking collaborative opportunities.	✓		A / I / P
Ability to work flexibly to meet changing needs and work demands.	✓		A / I / P
Continuously improving and commitment to own personal and professional development.	✓		A / I / P

KEY:

A	Application
I	Interview
P	Presentation/Micro-teach
T	Test