

JOB DESCRIPTION

POST TITLE:	Business Development Consultant
GRADE/SALARY:	Harmonised Salary Scale Points 21 - 28
WORK ARRANGEMENTS:	37 hours per week/52 weeks per year It is expected that from time to time these hours will be exceeded as reasonably necessary for the proper performance of the duties and responsibilities of the post.
DEPARTMENT:	Business Development
RESPONSIBLE TO:	Head of Sales

PURPOSE OF THE POST

The post holder will:

1. Achieve highly stretching sales income targets.
2. Develop new business with employers by supporting them to assess their training needs and the benefit of having apprentices within their workforce.
3. Strive to achieve consistently outstanding standards.

DUTIES AND RESPONSIBILITIES

1. Be fully conversant with developing funding methodology relating to apprenticeship recruitment and the commercial provision.
2. Maintain a detailed knowledge of relevant work based training offered by the college.
3. Provide employers exceptional customer service.
4. Provide employers with high quality information, advice and guidance.
5. Meet regularly with vocational delivery teams to ensure you are fully conversant with their provision and planned curriculum development.
6. Articulate the benefits of apprenticeships and commercial training to employers.
7. Research LMI and employers' background, KPIs and their development plans to inform face-to-face meetings and complete documented training needs analysis.
8. Maintain a current understanding of funding methodology and apprentice employment rules to ensure employers are fully understanding of their responsibilities.
9. Maintain an up-to-date knowledge of relevant standards or apprenticeships, qualifications and professional updating.
10. Cross sell a full range of commercial and funded FE and HE provisions to meet employers' needs.
11. Develop highly effective links with employers and work closely with the team to ensure commitments to provide apprenticeships and training are fulfilled and employer satisfaction is high.

12. Maintain knowledge of emerging, developing and declining workforce training needs.
13. Fully deliver and over-achieve challenging income targets.
14. Maximise learner progression to higher level learning, including HE, and continuous professional development.
15. Attend employer and vocationally specific networking activities.
16. To plan key aspects of own workload on own initiative.
17. Have a positive and professional approach to work and employer relationships.
18. Undertake detailed checks on employers to ensure they meet criteria for safe and supportive learning and working environments.
19. Be flexible in approach to work and adjust working patterns to suit business needs.
20. Travel to meet employers.

GENERAL

1. Take an active role in the health, safety and welfare of students and staff, attending training and carrying out health and safety related activities as appropriate to the role.
2. To take responsibility for one's own professional development and continually update, as necessary, participating in appropriate staff development activities, as required, including the Professional Development Review.
3. To promote a positive image of the College and the work that is carried out across its various services.
4. To comply with all legislative and regulatory requirements.
5. To apply the College's own Safeguarding Policy and practices and attend training as requested.
6. To show a commitment to diversity, equal opportunities and anti-discriminatory practices. The post holder is expected to comply with, and promote, the College's Equal Opportunities Policy in all aspects of their duties and responsibilities.
7. To carry out any other reasonable duties within the overall function, commensurate with the grading and level of responsibility of the job.

Person Specification

Post:	Business Development Consultant	Department:	LU – Business Development
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Key Requirements:	Essential/ Desirable	Assessed
Qualifications:		
Level 3 qualification in Business, Sales or Marketing	D	A
Level 3 qualification in a relevant vocational discipline	D	A
Maths Level 2	E	A
English Level 2	E	A
IAG qualification	D	A
Health & Safety qualification	D	A
Experience:		
Proven experience in the field of business development (in the education sector)	D	A/I
Experience in all aspects of business development activity including: sales / employer engagement, training needs assessment, sales, marketing campaigns and recruitment.	D	A/I
Successfully worked in a sales / employer engagement role and can demonstrate significant impact of high quality.	E	A/I
Proven successes in meeting and exceeding challenging targets and KPIs.	E	A/I
Highly familiar with the design of a business offer/provision that presents value for money for employers whilst maintaining high quality.	D	A/I
Experience of researching company background, KPIs and ambitions to inform analysis of training needs.	E	A/I
Experienced in costing commercial activity within set parameters to provide employers with value for money whilst maintaining appropriate levels of budgetary contribution.	D	A/I
Experience of discussion and planning provision across funded and commercial income streams.	D	A/I
Skills/Knowledge:		
Outstanding customer service skills, the ability to engage with people at varying levels of responsibility and adopt appropriate communication strategies.	E	A/I
Highly developed ability to articulate complex scenarios concisely and effectively.	E	A/I
Highly developed English writing skills with a close eye for detail and accuracy of spelling, grammar and correct use of language.	E	A/I
Motivated to achieve highly and show outstanding success against targets.	E	A/I
Exceptional customer service skills.	E	A/I
Well-developed problem solving skills.	E	A/I

Reflective and keen to continuously develop skills, ability and knowledge in relation to the job role.	E	A/I
Ability and confidence to make presentations and represent the college at external events.	E	A/I
Ability to analyse company information, data and statistics.	E	A/I
Detailed knowledge of education policy and funding relating to the area of work.	D	A/I
Up-to-date and detailed knowledge of apprenticeship standards and commercially relevant professional updating.	D	A/I
Ability to research and understand company information from various sources.	E	A/I
Ability to write accurate, concise and relevant training needs analysis with regard to employers.	D	A/I
Ability to work efficiently and effectively within business operations and processes.	E	A/I
Qualities		
Ability to work under pressure and meet deadlines.	E	A/I
Very good time management and organisational skills.	E	A/I
Outstanding teamwork and collaborative skills.	E	A/I
Other Requirements:		
An understanding of Safeguarding of Children & Vulnerable Adults within the workplace	E	I
Full commitment to Equal Opportunities and anti-discriminatory working practices	E	I
Driver; willing to travel as part of work with possible occasional requirement for overnight stay.	E	A

E = Essential

D = Desirable

A = Application

I = Interview

T = Test

Produced by:	JL	Date Produced:	September 2020
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