

# Capel Manor College

## Employer Engagement Advisor

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### Job Description & Person Specification



## **JOB DESCRIPTION & PERSON SPECIFICATION**

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<b>Post</b>	Employer Engagement Advisor
<b>Scale</b>	Business and Learning Support
<b>Grade</b>	Scale 5 point 19-22
<b>Responsible to</b>	Business Relationship Manager
<b>Location</b>	Enfield
<b>Contract</b>	Full-time, Permanent

#### **Key Responsibilities:**

The key responsibility of the Employer Engagement Advisor is to prioritise and help to plan prospecting campaigns, sales activities and employer engagement to generate new leads. The post-holder will be accountable for achieving agreed enrolment targets. They will build and maintain strong, long-term relationships with employers, acting as their main point of contact resulting in excellent account management for existing and new employers, undertaking a regular call/contact cycle. The post-holder will establish close working relationships with academic divisions and work with the Business Relationships Manager to establish demand for new products.

#### **Responsibilities:**

1. Help to deliver the Business Development Unit sales and marketing strategy, including written and verbal proposals to pitch to employers.
2. Develop bespoke training quotes, under the guidance of the Business Relationship Manager, defining course content, calculate the cost of training delivery.
3. Under the direction of the BRM, target and tailor the appropriate level of sales activity by customer segment, including Apprenticeship levy paying employers.
4. Discuss price, training and service with businesses.
5. Liaise closely with the Apprenticeship Performance Manager to ensure that accurate course information is communicated to employers and students.
6. Generate sales leads through cold calling, direct marketing and follow up enquiries.
7. Work closely with staff delivering training in the workplace to identify new and repeat business leads.
8. Ensure a high level of customer satisfaction, responding to requests for information as appropriate.
9. Manage and drive sales leads through the sales process from qualification to close.
10. Promote and sell full cost courses to employers (delivered both in the workplace and at college).
11. Work closely with cross college colleagues to fill open vacancies.
12. Where applicable, promote Apprenticeship progression to college students within defined sector areas.
13. Work closely with the Business Development team to enable placement of students into Apprenticeship vacancies.
14. Take part in recruitment campaigns across all sectors in response to college recruitment priorities.
15. Use customer relationship management system (CRMS) to plan and record activity, and update relevant information held in the system.

#### **General Responsibilities:**

1. Promote and implement all College policies, particularly those which refer to health & safety, equality of opportunity and Safeguarding young people and vulnerable adults
2. Participate in College programmes of staff appraisal and continuing professional development
3. Develop effective working relationships internally and with external partners
4. To operate at all times in line with the College's values and behaviours
5. Undertake other duties as may reasonably be required in the interests of the efficient functioning of the College

## **PERSON SPECIFICATION**

### **Qualifications**

- Possess a Level 2 qualification in English and Maths or a willingness to achieve within a specified period
- Level 3 Qualification relevant to the role
- Degree relevant to the role id desirable

### **Experience**

- Experience of business development including sales, marketing and tendering
- Experience in Account management
- Experience within the sector specific business environment, which the candidate will be focused on
- Experience of selling training products to commercial clients

### **Skills, Abilities and Knowledge**

- Excellent written and verbal communication skills
- Excellent people/ relationship skills
- Knowledge of college courses and training
- Knowledge of costing proposals
- Knowledge of learning and development / commercial training for business
- Dynamic, high energy and target driven

### **Other Factors**

- An understanding of and commitment to safeguarding young people and vulnerable adults
- Ability to form and maintain appropriate relationships and personal boundaries with children and young people/vulnerable adults
- Emotional resilience
- The ability and determination to promote equality, diversity and inclusion throughout all aspects of College life, including employment and service delivery
- Should the position involve regular driving, a clean driving licence is required