East Durham College

Job Description

Post Title: Business Development Consultant (Work Specific Training)

Location: Willerby Grove Campus – May be required to work at Houghall Campus occasionally.

Responsible to: Head of Projects and Partnerships, and Director of Apprenticeships

Attendance Requirements: Full Time

Salary: PO Fixed Point 23 - £33,434

**Job Purpose:**

To establish employer training needs and to successfully market and recruit learners to our work-based curriculum, including apprenticeships.

To present our curriculum offer and training solutions to employers emphasising its flexibility and relevance to employers' needs.

To be a key contact for employers, reviewing delivery and satisfaction which will encourage repeat business from commercial and corporate clients.

**Main duties and responsibilities:**

1. To demonstrate, through your approach, demeanour and attitude, the College Values.
2. To develop productive relationships with businesses in the region and sub region that result in delivery of business support services, training and development activities by East Durham College.
3. To contribute towards Curriculum Development required for the successful acquisition of new business opportunities.
4. To develop a thorough, detailed knowledge of the College's complete range of provision and services, and the ways these can be most effectively be marketed as solutions to employers' needs.
5. Support the attainment of College employer-facing income targets, through planning and implementation of contact strategies, marketing and operational activities.
6. To actively promote retention of learners by engaging fully with the "right student right course" principle of recruitment.
7. In liaison with the Director of Marketing, lead the development of sales and marketing campaigns to support the growth of the College's employer-facing provision and to raise the College's profile amongst employers.
8. Devise and implement plans to ensure that the latest national and regional priorities lead to growth for the College's employer-facing provision.
9. Secure the achievement of all planned targets on time and to recognised quality standards.
10. Report regularly to the Head of Projects and Partnerships to ensure that there is accurate and up to date statistical information on individual and team performance.
11. Provide management colleagues with feedback including writing reports and making presentations, as required.
12. Develop and maintain effective liaison and collaborative working arrangements with curriculum colleagues, business partners and relevant external agencies.
13. Represent the College at both a national and regional level, including business development managers' groups, employer business meetings, employer forums etc.
14. Maintain a current understanding of economic and business developments by monitoring and analysing business, commercial and labour market trends in order to identify opportunities for growth in the College's provision for employers.
15. To identify the needs of employers through Training Needs Analysis, Organisational Needs Analysis and recommend training solutions/services/funding streams to meet those needs.
16. Prepare and present proposals to employers to include agreed training outcomes to be delivered by the College.
17. To maintain an awareness of the marketing activities and initiatives of the College's competitors.
18. In liaison with the Head of Projects and Partnerships, negotiate new business with partners/clients — drafting proposal documents and handling contracts.
19. To work in close liaison with the Curriculum, Quality and MIS colleagues to ensure that employer-based activity is dealt with in the timeliest manner and optimises success rates or other external indicators of performance.
20. To work with Colleagues (across the College) to ensure the training we provide is flexible, responsive and appropriate to the Clients' needs.
21. Maintain appropriate records, e.g. monthly/quarterly monitoring reports, employer feedback as directed and to auditable standards.
22. Ensure that employers are fully briefed as to the training process prior to the start on all aspects of training, including timescales, assessment processes and the employer's role in supporting the training.
23. Confirm eligibility status of employers and employees to identify appropriate funding streams for employer's training.

**General**

* 1. Participate in the College Performance Appraisal Development Programme, agree an action plan and undertake the required training in order to update skills and meet the requirements of the College and Departmental Strategic Plan and Service Standards.
  2. To promote and safeguard the welfare of children and vulnerable adults.

**Other duties**

1. To undertake any other duties appropriate to the level of the post, as required. East Durham College is an institution which will continue to go through periods of growth and development; accordingly all members of staff should be prepared for changes in their responsibilities and work.

| **Person Specification** |  | **Essential** | **Desirable** | **Method of assessment** |
| --- | --- | --- | --- | --- |
| 1. **Qualifications/ Training** | | | |  |
| 1.1 | GCSE level standard education or equivalent (including maths & English) | ✓ |  | Application form & certificates |
| 1.2 | Qualification/accreditation/membership of one or more of the following;   1. Level 4 Advice and Guidance 2. Member of the Institute of Business Advisors |  | ✓ | Application form & certificates |
| 1. **Experience** | | | |  |
| 2.1 | Proven track record in two or more of the following;   1. Promotion and sales in a business to business environment resulting in achievement of targets to required timescales. 2. Development and implementation of skills development strategies for clients. 3. Engagement of employers and establishing mutually beneficial relationships over time. 4. Practical experience of good business practice within an SME environment. 5. The ability to persuade and influence with good negotiation skills. | ✓ |  | Application form and Interview |
| 2.2 | Experience of working with Adult Skills Fund, UK Shared Prosperity Fund, Bootcamps, and/or Apprenticeship Programmes. |  | ✓ | Application form and Interview |
| 2.3 | A motivated self starter with a proven experience of researching potential leads and proactively developing them. | ✓ |  | Application form and Interview |
| 2.4 | Proven experience of working in a client-centred way. | ✓ |  | Application form and Interview |
| 2.5 | Experience of creating and maintaining effective records and systems | ✓ |  | Application form and Interview |
| 1. **Skills and Knowledge:** | | | | |
| 3.1 | A strong relationship builder, amiable and confident | ✓ |  | Application form and Interview |
| 3.2 | IT Literate – intermediate or above in Outlook, Word, Teams, Excel and Powerpoint. | ✓ |  | Application form and Interview |
| 3.3 | Ability to plan, organise and work under pressure. | ✓ |  | Application form and Interview |
| 3.4 | Self-motivated and personable, capable of working both as a team player and independently. | ✓ |  | Application form and Interview |
| 3.5 | A strong communicator (written, oral and presentation skills) within technical, commercial and educational environments. | ✓ |  | Application form and Interview |
| 1. **Attributes / Other Requirements:** | | | |  |
| 4.1 | Reliability / Trust / Professionalism - Ability to carry out the role with professional integrity in line with EDC values and behaviours | ✓ |  | Interview |
| 4.2 | Communication - Ability to communicate clearly and effectively to all levels, both verbally and in writing. | ✓ |  | Interview |
| 4.3 | Working individually or as a team - Ability to work independently and as part of a team under minimal supervision. | ✓ |  | Application Form / Interview |
| 4.5 | Driving - Full UK Driving License and / or access to a vehicle (if applicable). |  |  | Application Form |