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### Role Description

Business Area: Employer responsive

Job Title: Business Development Consultant

Salary Scale: Point 37 £35,395

Location: Hopwood Hall College

Accountable to: Executive Director of Apprenticeships, Business Development and Future Skills

Hours of Duty: 36 hours per week

##### Special working conditions

The post holder may be required to work at any location of the College now or in the future in the evening and at weekends.

### Purpose

The post holder will build relationships through exceptional customer service, marketing knowledge and an added value mindset.

You will establish and develop productive relationships with all new employers to support with their business growth strategies and development needs.

The post holder will assist the Executive Director of Apprenticeships, Business Development and Future Skills to achieve to the college’s growth and income diversification strategy.

### Duties

The following list is intended to give an indication of the range of duties and responsibilities attached to the post; it does not attempt to specify all aspects of the role.

1. Deliver outstanding customer service to all employers and stakeholders, and act as initial point of contact for all new business
2. Achieve recruitment and sales targets as well as other KPI’s as agreed with Executive Director of Apprenticeships, Business Development and Future Skills
3. Be responsible for the building of mutually beneficial relationships with employers and external stakeholders.
4. Ensure quality and accuracy of information provided to employers in line with relevant funding and guidance.
5. Engage employers in the co-design of apprenticeship standards to support and inform curriculum intent and implementation
6. Maximise the use of market intelligence to inform employer engagement sales and marketing strategies.
7. Maintain planned regular contact with employers to ensure ongoing satisfaction to identify new opportunities.
8. Have an in-depth knowledge of Apprenticeship funding and a working knowledge of other funding streams and government initiatives.
9. To furnish SLT with accurate starts and pipeline data on a monthly basis
10. To ensure the compliance report is up to date and accurate for monthly Apprenticeship Operational Group meeting.
11. Ensure continuous development and improvement of professional knowledge.
12. Any other duties of a similar level of responsibility as may be required.

### All staff are responsible for:

**Children & Vulnerable Adults:** safeguarding and promoting the welfare of children and vulnerable adults

**Equipment & Materials:** the furniture, equipment and consumable goods used in relation to their work

**Health / Safety / Welfare:** the health and safety and welfare of all employees, students and visitors under their control in accordance with Hopwood Hall College’s safety policy statements

**Equal Opportunities:** performing their duties in accordance with Hopwood Hall College’s Single Equality Scheme

### Revisions and updates

This role description will be reviewed and amended on an on-going basis in line with organisational needs, with consultation with trade unions where required.

### Person Profile

“The College supports the Skills for Life agenda and recognises the importance of all adults having functional literacy and numeracy whatever their role.  All staff are therefore given the support to gain a level 2 qualification in literacy and / or numeracy if they do not already have one and all teaching staff are expected to promote the basic skills of their learners within their subjects.”

#### Qualifications

##### **Essential Criteria**

Educated to a Level 4 standard in a Sale, Education or Management discipline.

Educated to GCSE standard which must include English and maths.

##### **Desirable Criteria**

Sales, marketing or media degree

**How Identified**: Application/interview

#### Experience

Strong ability to manage employer and customer expectations.

Strong evidence of managing administration with high regard for detail.

Exceptional interpersonal skills

Ability to multi-task to ensure deadlines are met, with the ability to work under pressure

#### Specialist Knowledge

Essential criteria:

Strong ability to interpret LMI data

Good knowledge of funding rules within Apprenticeships

Knowledge of educational IT software programmes

**How Identified**: Application/Interview

#### Skills & Expertise

Excellent communication skills both verbal and written

Capable of representing the College in a professional manner with external agencies and stakeholders

The ability to input and interpret data with a high level of accuracy

The ability to negotiate with external customers to meet compliance requirements

Excellent organisational and prioritising skills

The ability to identify and take forward service improvements

Knowledge of the principles of data protection

Ability to use technology to generate information and improve efficiency

**How Identified**: Application/Interview

#### IT Skills

Advanced user of Microsoft applications

#### Values

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| **Integrity** | We do the right thing; our learners and our community are at the heart of all we set out to achieve. Our learner-centred approach underpins everything we accomplish |
| **Nurturing** | We empower staff an learners to build autonomy and be the drivers of their own destinies, developing resilience, pride and confidence in life, learning and work. |
| **Enjoyment** | Success and achievements re encouraged, recognized and celebrated in our thriving college community |
| **Ambition** | We encourage learners and staff to have the courage to aim high, push their boundaries and achieve higher aspirations. |
| **Sustainability** | We are continually working to create a sustainable college that demonstrates an agile curriculum, healthy finances and a positive impact on the environment and economy. |

##### Hopwood Hall College is committed to guarantee an interview to people with disabilities who meet the minimum essential criteria for a vacancy and to consider them on their abilities.