Job Description	Lead Generator

Role Specific

1. To utilise market intelligence and local employer research to identify potentially suitable local employers who may benefit from the College's services
2. To generate quality leads for the employment team through a variety of methods including:
   - A. Calling existing customers to provide exceptional customer service and obtain repeat business
   - B. Building relationships with new local employers from scratch, establishing rapport and booking appointments for business development opportunities
   - C. Utilising appropriate email marketing tools
3. To support the development and maintenance of relationships with employers
4. To support the Account Managers in compiling Training Plans.
5. To be a pro-active point of contact for employers in the absence of Account Managers and to update records accordingly.
6. To access and maintain the College's customer relationship management system
7. To thrive in a target driven environment, constantly pushing to build relationships and increase lead generation
8. To work together as a team and share information in order to support delivery

College Responsibilities

1. Share the College's Vision, Mission, Values, Behaviours and communicate them effectively
2. Participate in Staff Review and Professional Development activities and be actively involved in the College's culture of high expectation
3. Value diversity and promote equality
4. Engage in marketing activities and liaison with employers and the wider community in line with College strategies
5. Contribute to cross-college events
6. Adhere to College policies and procedures including health and safety
7. Ensure good communication at all levels
8. Be responsible for safeguarding and promoting the welfare of children, young people and/or vulnerable adults
9. Any other duties that the Principal considers appropriate

Person Specification	Lead Generator
	Essential / Desirable
Qualifications and Attainments	
4 GCSEs or equivalent including Maths and English at Grade C or above	Essential
ECDL, CLAIT or equivalent IT qualification or experience	Essential
Training, Experience and Knowledge	
Experience of working in a varied administrative role	Essential
Experience of working in a busy office environment	Essential
Experience of working within an education environment	Desirable
Personal Skills and Attitudes	
Excellent IT skills with the ability to use Microsoft Office applications to a high standard	Essential
Excellent organisational skills and ability to meet deadlines/targets	Essential
Display initiative, be positive and enthusiastic, be able to proof read own work	Essential
Demonstrate a commitment to equality and diversity, customer service and quality assurance	Essential
Possess excellent communication skills	Essential
Be a team player	Essential
Demonstrate a commitment to the process of continuous review and improvement	Essential
Suitability to work with children, young people and/or vulnerable adults	Essential
Flexible approach to working times in line with the College	Essential
Driving licence and access to own transportation	Desirable