

JOB DESCRIPTION

TITLE: Sales Support – Apprenticeships

GRADE: NCC Support Scale 5

RESPONSIBLE TO: Deputy Group Director - Apprenticeships and Business Development

PURPOSE OF JOB:

- To work effectively across the college to develop and promote the college's commercial and bespoke offer for employers, to support the college's income targets and strategic objectives.
- To work collaboratively with management team and business development team to generate employer meetings to promote and sell the college's bespoke commercial offer.
- To ensure account management process are in place to manage employers relationships and ensure repeat business, which is recorded on the CRM system.
- To monitor income and business leads generated against the college's KPIs.

MAIN TASKS AND RESPONSIBILITIES:

1. In common with all other staff:

- 1.1 To support the College's mission, vision, values and strategic objectives.
- 1.2 To implement the College's Equality and Diversity policies and to work actively to overcome discrimination on grounds of all protected characteristics; sex, race, religion/belief, disability, sexual orientation, age, pregnancy/maternity, gender reassignment status, marriage/civil partnership status.
- 1.3 To take responsibility for one's own professional development and participate in relevant internal and external activities.

- 1.4 To implement the College's safeguarding policies and practices.
- 1.5 To implement your health and safety responsibility in line with the College's Health and Safety policy.
- 1.6 To contribute to the College's commitment to continuous improvement as identified in the College's quality assurance systems.
- 1.7 To ensure that data is handled in line with the General Data Protection Regulations.

2. In common with all other staff:

- 2.1 To participate in College-wide projects and tasks.
- 2.2 To work in other support services areas to meet the specific needs of workload peaks.
- 2.3 Such other duties of a similar nature commensurate with the grade as may be required from time to time. This may/will require working in other campuses of the College.

3. Particular to the Post:

- 3.1 Achievement of Commercial key performance indicators and financial targets for Apprenticeships and full cost commercial courses across a wide range of subject sector areas.
- 3.2 To undertake an effective telemarketing campaign and follow up with a large volume of employers to secure new commercial and apprenticeship business.
- 3.3 To utilise the college's CRM system to run effective marketing campaigns and engage with employers to secure business.
- 3.4 Build and maintain strong relationships with customers, providing information on the college offer.
- 3.5 Book appointments with employers for the Business Development Managers and management team.
- 3.6 Work with employers to provide appropriate training solutions for their business needs, taking a role in the design, development and cost of bespoke commercial programmes.
- 3.7 Undertake an initial brief, training needs analysis and skills audit with employers to determine potential opportunities.

- 3.8 Source, build and maintain relationships with local, regional and national businesses and other relevant organisations to increase the college's commercial and apprenticeship income.
- 3.9 Attend events within and outside the college to promote the college offer
- 3.10 To work with the Industry Placements and Work Experience Manager and other relevant staff to ensure employers are aware of the college's Industry Placement, work experience and wider offer.
- 3.11 Work collaboratively with the apprenticeship team to develop and administer a system to advertise employment and apprenticeship opportunities.

4. Person Specification:

- 4.1 Knowledge and understanding of telemarketing and how to develop sales campaigns.
- 4.2 Good telephone manner and high levels of customer service.
- 4.3 Experience of employer engagement activity.
- 4.4 Excellent oral and written communication, negotiation and presentation skills.
- 4.5 Good levels of personal IT use and a willingness to enhance these skills.
- 4.6 An understanding of and commitment to Equality & Diversity and Safeguarding & practical ideas for their implementation in this post.

Additional Information:

This job description will be regularly reviewed to ensure that it is an active description of the responsibilities and duties of the individual post holder and that these responsibilities and duties consistently match the needs of the College.