

## Job Description: Employer Relationship Advisor

**Reporting to:** Head of Apprenticeships and Employer Engagement and Line Managed by Work Experience Team Leader



### The key purposes of this role are to:

- Generate and manage employer contacts to support the college's T-Level work experience programmes across all areas.
- Successfully promote the college and T-Level opportunities to employers, parents and students and maximise use of social media to attract and retain employers offering work placements.
- Work with employers to 'match' students to T-Level placements and complete employer orientation. Maintain contact with employers throughout the T-Level placement.
- Work with employers to help fill apprenticeship vacancies and promote pipeline from T-Level placement into an apprenticeship.
- Engage and build strong relationships with existing employers and facilitate new employer opportunities to fit T-Level course curriculum and support Employer Board input to maintain industry knowledge useful to building meaningful work placements.
- Carry out reviews for students throughout their placements.

	<b>This front-line support post is accountable for:</b>
Generate, promote and manage employer contacts to support the college's T-Level work experience programmes	To undertake telephone campaigns to engage employers with the college, particularly for all T-Level work placements.
	Work effectively as part of the employer engagement team, ensuring collaboration with colleagues within own department and cross college.
	Liaise effectively to ensure good communication between employers and the college and that information provided is prompt, accurate and of a high quality
	Generate and follow up leads and proactively gain access to employers. Meet annual targets for lead generation and conversion rates.
	Conduct initial employer visits, selling the college's work experience programmes, apprenticeships and other employability initiatives as required.
	Maintain the college's CRM and other systems to ensure all employer activity is recorded and carry out relevant administration associated with this role.
Successfully promote the college, apprenticeship and T-Level opportunities to employers, parents and	Promote the employer benefits for offering work experience and apprenticeships.
	Represent the College effectively and in a highly professional manner.

students	Take part in activities and events to promote T-Levels and Apprenticeships to students, parents and employers.
	Commit to various networking activities across a range of sectors, both locally and regionally.
	Liaise with the Marketing team to raise the profile of the college through social media, including LinkedIn, to build external connections.
Work with employers to 'match' students to T-Level placements and complete employer orientation. Maintain contact with employers throughout the T-Level placement.	Work with the T-Level Team Leader to ensure effective planning and communication with faculty staff about T-Level placement opportunities.
	Co-ordinate relevant due diligence checks of employers including H&S and record outcomes on the college's Work Experience system.
	Ensure records are recorded accurately on the CRM, work experience system and internal student journal.
	Co-ordinate any 'selection activities' required by the employer (eg: sharing job descriptions, arranging interviews).
	Complete all employer orientation to ensure they understand the requirements of a T-Level placement and how the college will work with them.
	Liaise with the employer and student to create an individual placement agreement before a T-Level placement begins.
	Support students, and liaise with relevant faculty staff, as required to ensure students are fully prepared for their placement.
	Maintain employer contact, and complete relevant student placement reviews as required.
Other duties associated with this role	Identify opportunities for employers to contribute more broadly to the College and ensure that relevant staff respond to offers.
	Co-ordinate and arrange Employer Board meetings to ensure College delivers appropriate curriculum learning to students for local and regional employers. Promote advantages of contributing to College students by delivering insight talks on their industry / being involved in mentoring students etc.
	Contribute to and/or run relevant events including tutor group presentations, visible in classrooms every week, open days, internal events and other marketing/school liaison events as required.
	Undertake such duties related to the work of the College as may be assigned, consistent with your level of responsibility.
	To safeguard and promote the welfare of children, young people and vulnerable adults.

This role will require some flexible working including some evening and weekends and travel across several Counties to meet with employers / attend events.

All staff are expected to work within College policies and procedures, with particular regard for Health & Safety, Equality & Diversity and customer service ethos.

Incremental progression is subject to satisfactory performance.

Annual targets for each element in this job description will be agreed annually with your Line Manager.

<b>Indicators/ sources for reaching performance judgements (not exhaustive):</b>
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Growth in employer engagement across college Customer feedback records Meeting annual lead generation and conversion aspirations Volumes and types of placements match student needs Growth in apprenticeship leads, vacancy advertising and enrolments as progression from WEX placements into an apprenticeship Line manager(s) and cross-College feedback Staff review and personnel records 360% appraisal / Colleague / staff feedback
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## PERSONAL PROFILE

We are seeking someone who closely matches the following criteria:

	<b>ESSENTIAL</b>	<b>DESIRABLE</b>
<b>QUALIFICATIONS</b>	Education/training to Level 3 or above	Work-based qualification or training in customer service, administration or marketing.
	Full driving licence	
<b>SKILLS/ PERSONAL QUALITIES</b>	Relationship-management and business development skills	Dynamic and resourceful
	Effective communication and telephone skills.	The ability to present to small and large groups
	Excellent organisational (including time-management) and administrative skills	
	Professional and innovative approach to developing existing and new business opportunities and markets	
	A good self-starter. Able to work effectively with minimal supervision. Ability to work flexibly and respond to rapidly changing requirements. (The role will require some evening work).	Committed to developing employability skills in young people
	Excellent customer service skills and reputational awareness	
	Suitable to work in a College environment in the presence of children, young people and vulnerable adults and to act accordingly. (Knowledge of safeguarding practices and procedures)	
<b>EXPERIENCE</b>	Experience of building relationships with employers/ customers.	Experience of working with 16-19 year olds in an educational or related context.
	Experience of creating and conducting telephone campaigns	

This job description sets out the main duties of the post at the date when it was drawn up. Such duties may vary from time to time without changing the general character of the post or the level of responsibility entailed. Such variations are a common occurrence and do not justify a reconsideration of the grading of the post.