

JOB DESCRIPTION

Post:	Business Development Manager - Apprenticeships
Reports to:	Head of World of Work
Grade:	Business Support Spot Salary
Salary:	£30,000 per annum

Main Purpose of the Post

Taking ownership and sales responsibility for the College provision responsible for generating an agreed income and / or agreed number of apprentices. Work closely with the apprenticeship admin team and delivery team to ensure that employers and potential apprentices receive an excellent service whilst engaging in training with the College. Be proactive in identifying and engaging with local and wider College stakeholders to generate new business for the College and obtain the student talent pool appropriate apprenticeships.

Main Tasks and Responsibilities:

1. Identify and engage with employers to promote our range of apprenticeships.
2. Engage with businesses/decision makers to identify training needs, secure new/repeat business and promote Croydon College as the Training Provider of choice
3. Responsible for generating and following up leads through cold calling, marketing, social media/networking and face to face meetings to attract new business
4. Be a first point of contact for employers, effectively building relationships with them and ensuring a high-quality service is always provided
5. Research competitor's strengths and weaknesses, continually evaluating the market and sourcing new business opportunities.
6. Keep up to date with competitor's strengths and weaknesses, evaluating the market and scoping out new opportunities.
7. Cross sell other products such as distance learning courses, seizing all opportunities to offer clients a well-rounded service
8. Work with line manager to define targets and growth plans, including reporting based on sales activity and forecasts on a regular basis
9. Promote the benefits of apprenticeships to employers and learners
10. Contribute to Croydon Colleges business development plan, using sound marketing strategies
11. Meet with employers to evaluate employer expectations are being met to secure repeat business through strong relationships
12. Submit all paperwork at the required timescales to meet quality assurance processes and contractual requirements
13. Pipeline Management
14. Closing sales
15. Undertakes any other duties as may be reasonably required.

General

The post holder will undertake assigned responsibilities effectively and efficiently, and within regulatory and legislative requirements; achieve individual and divisional targets within the College's annual planning and staff performance review processes and budgetary constraints in order to create and maintain high performance of learners and the College and:

1. Everything we do has a Student Focus, with the following core values: Creativity, Respect, Aspiration, Integrity, Empowerment, Responsibility and Accountability.
2. Actively promote British values and equality and diversity, recognising and actively challenging stereotyping, prejudice and discrimination, ensuring that these principles permeate all working practices, creating an inclusive learning environment and workplace for students and staff respectively.
3. Ensure effective quality control and continuous improvement in all aspects of this post, in keeping with the College's existing and developing quality assurance systems.
4. Be committed to professional development, through participation in the College continuing professional development programme which includes commercial upskilling, staff learning days and training events appropriate to the job role.
5. Develop effective relationships with internal and external stakeholders and partners as appropriate to the role
6. Comply with and promote College Safeguarding (including Prevent), Data Protection and Health and Safety policies and procedures and to undertake recommended training as and when necessary.
7. Identify and manage risk effectively.
8. Undertake such other duties as required, commensurate with the grade of the post, as may be reasonably required at the initial place of work or at other locations in the College.
9. Support cross college events such as Open Evenings and Enrolment sessions when required
10. Adhere to and ensure compliance with all College procedures as detailed in the Staff Handbook
11. At all times seek to serve the best interests of the College
12. To provide cover for colleagues during periods of holiday or sickness absence.

Note: This job description outlines a range of main duties. It is not exhaustive and can be varied in consultation with the post holder in order to reflect changes in the job or the organisation.

Person Specification

The successful applicant will have some or all of the following:

Qualifications
Relevant degree or equivalent professional qualification (desirable)
Maths & English GCSE / Level 2 equivalent
Knowledge, Skills and Experience
Substantial experience in apprenticeship sales
Excellent communication, report writing and networking skills.
Excellent presentation skills when communicating with a wide range of people, including employers, schools, local authority and other agencies, students and parents.
Excellent ability to work independently and within a team, with ability to deputise as an office manager in the absence of the line manager
Good knowledge of apprenticeship funding and how to apply for it using apprenticeship funding systems, or willingness to learn
Experience of ensuring compliance with statutory/organisation requirements, policies and procedures.
Well-developed understanding of apprenticeship delivery content to advise employers on wide range of apprenticeship types
Substantial understanding of safeguarding, Prevent, health and safety and equalities legislation in relation to apprenticeships.
Experience of reporting on and implementing quality improvement systems that have had successful impact.

Jan 2023