

JOB DESCRIPTION

JOB IDENTIFICATION

Job Title:	Recruitment Consultant - <i>Business and Engagement</i>
Responsible To:	Assistant Managing Director Business Development
Department:	The BASE Recruitment Agency (<i>Skills Division</i>)
Salary Grade:	Up to £30,000 basic (<i>more may be available for highly experienced candidates</i>) plus competitive OTE bonus scheme.

JOB ROLE

To develop the work of the new agency. To meet Skills Division growth targets for employer engagement ensuring that the team is competitive and innovative. Maximise the potential of the sales team, crafting sales plans and working with manager to achieve ambitious targets, raising the profile of the organisation amongst external stakeholder groups; forging new and sustainable connections and networks.

Deliver responsive and clear messages to large employers and SME's regarding a range of products and services. To position the BASE as a business partner for business-skills and commercial training needs; offering packages of support (including Apprenticeships, funded and non-funded training courses, commercial or bespoke programmes, T Levels and work experience opportunities) bringing requests for training (including those that may not yet exist within the organisation) to management colleagues to be developed in response to employer-demand.

Work closely with colleagues in ensuring an outstanding service to employers is maintained and support the development of new training and apprenticeship opportunities.

Generate new profitable sales leads and develop growth with existing employers. Ensure that the Customer Relationship Management (CRM) system is deployed effectively. Produce timely and accurate reporting on sales related activities.

KEY DUTIES

No	Description of Duties
1	To sell a range of products and services to employers in meeting the growth plans of the organisation in both in the Black Country and Birmingham regions
2	Act as an ambassador for the agency and Skills Division, developing its reputation generating new business with large and SME employers.
2	Identify opportunities for sales; responding quickly to leads and enquiries
3	Manage cold calling activity arranging appointments with new employers.
4	Develop relationships and attend networks with large employers.

5	Increase the network of employers using the CRM system and business intelligence effectively
6	Achieve agreed sales targets including but not limited to; apprenticeships and commercial courses
7	Ensure that prospective and existing customers receive high levels of service across their journey with the organisation; particularly through their transition from sales to delivery.
8	Develop, attend and support a wide-range of external events including employer forums, skills meetings etc.
9	To assist the Senior Leadership team and other colleagues in engaging wider stakeholder groups such as WMCA, local chambers of commerce and trade associations
10	To use contacts to secure T level industry placements
11	To liaise and use information to help inform curriculum colleagues of industry trends to help with curriculum development
12	Contribute to the development of Skills and Careers Academies with curriculum colleagues
13	Undertake training and development activities as and when required for the role
14	Support the delivery of the wider strategic plan

Standard Clauses - all Job Descriptions

- To comply with the organisations policies and procedures
- To comply with the organisations safety policy and other safety procedures and guidelines are deemed part of the job description. Employees must look after their own Health & Safety and welfare and be mindful of other persons who may be affected by their acts.

PERSON SPECIFICATION

Job Title: Recruitment Consultant - *Business and Engagement*

Candidates will be assessed for shortlist and interviewed against the following criteria.

Shortlisting Criteria		Essential	Desirable
1. Qualifications			
1.1	A degree and/or appropriate professional qualification relevant to the department area		X
1.2	Level 2 qualifications in both maths and English	X	
2. Experience			
2.1	Successful experience within a sales environment; meeting or exceeding targets	X	
2.2	Understanding of education and/or recruitment settings particularly around apprenticeships	X	
2.3	Experience of creating and leading on sales plans and setting KPIs	X	
2.4	Proven sales track record involving large employers and SME's	X	
2.5	Experience of compiling reports and reporting on sales activity and performance	X	
2.6	Knowledge and experience of coaching or mentoring a team	X	
3. Skills/Abilities			
3.1	Ability to communicate effectively to varied audiences, with particular focus on senior contacts within large organisations	X	
3.2	Ability to use systems to effectively manage employer accounts (including but not limited to CRM.)	X	
3.3	Ability to plan, organise and conduct effective meetings	X	
3.4	Working knowledge of current educational and local economic developments and their implications for raising the organisations's profile and achieving increased sales	X	
3.5	Excellent customer services skills with a proven ability to build effective relationships with employers	X	
3.6	Ability to influence, negotiate and gain commitment to all levels	X	
3.7	Demonstrable experience of working with large employers and hungry to develop a portfolio of employers across a range of sectors in the Midlands.	X	

4. Special Requirements			
4.1	Ability to undertake significant national travel and where appropriate work independently from a remote location.	X	
4.2	Resilient with the ability to work under pressure and meet tight deadlines	X	
4.3	An existing network including large employer contacts within the region	X	
4.4	Willingness to work outside of working hours as and when required.	X	