ITS

**JOB DESCRIPTION (REC 3)**

**Post Title: Business Development Consultant (Apprenticeships)**

**Department:** ITS

**Reporting to:** Managing Director

**Grade:** £30,000 - £32,500

**Summary of the Post**

To generate, identify and secure new business relationships with new non - levy and levy employers and account manage existing employer relationships to meet sustainable sales targets for apprenticeships.

To establish a national network of employers who support ITS by fulfilling their training needs through ITS & by providing advice, expertise and partnerships to ITS.

To achieve/exceed agreed monthly targets, including appointment generation, conversion rates and starts income.

Proactive participation in a variety of sales, marketing & networking activities in order to build and maintain a constant healthy sales pipeline that meets the financial business targets & goals.

**Main Duties**

* Work with the Managing Director to develop a strategy for generating new business within the apprenticeship market.
* Proactively generate own sales leads and appointments within the apprenticeship market to enable ITS to achieve income growth
* Identify target markets in line with own personal targets, emerging business needs and Local Enterprise Partnership (LEP) priorities, specifically apprenticeships and commercial provision.
* Proactively undertake a variety of sales activity to generate own sales leads in order to achieve personal apprenticeship start.
* Proactively generate a variety of employer workforce training solutions which ITS can support employers with recruitment, apprenticeship vacancies and upskilling of existing workforce.
* Discuss, develop and agree, bespoke recruitment and onboarding processes for individual employers, ensuring that ITS and employers remain compliant and meet Ofsted quality requirements.
* Hold a professional face to face and online employer meetings with the employers to deliver:
* Quality Information, advice and guidance (IAG) on apprenticeships.
* Carry out a Training Needs Analysis (TNA).
* Identify training opportunities and agree an action plan with the employer.
* Deliver high quality training proposals professionally.
* Provide step by step support through onboarding.
* Develop service level/employer agreements in line with the business requirements.
* Recruit candidates on to the relevant training programmes, delivering effective employer Information Advice and Guidance (IAG) and carry out an initial assessment of their requirements to ensure the candidate enrolls on the appropriate training programme.
* Carry out a Health & Safety pre-vet to ensure that the employer meets the required Health and Safety standard.
* Effectively account manage all employers, deliver outstanding customer service to ensure Implementation is effective and repeat business, referral opportunities are identified and maximised.
* Work closely with the curriculum delivery team to identify progression and new business opportunities and to ensure effective working relationships are built & maintained.
* Take a proactive approach in own learning & development, in order to remain in the forefront of the funding and apprenticeship reforms.
* Build effective working relationships with appropriate referral agencies and stakeholders, in order to promote the ITS brand.
* Identify and attend appropriate networking events to promote ITS and sell the brand.
* Attend weekly/monthly sales and team meetings, providing feedback and sharing ideas and best practice.
* Complete weekly/monthly sales reports as requested by the Managing Director
* Carry out training evaluations with employers to measure the Impact to the business and the learner (s) and to ensure continuous improvement and feedback is sought and acted upon.
* Any other duties redeemed appropriate for the role.

**Standard Duties in all ITS Job Descriptions**

* Engage in the implementation of ITS quality systems.
* Show a commitment to diversity, equal opportunities and anti-discriminatory practices.
* Show a commitment to ensuring that children and young people learn in a safe environment.
* Participate in relevant and appropriate training and development as required.
* Ensure that all information is secured, used and maintained in line with internal and external standards including ensuring that confidential information is processed in line with the Data Protection Act and ITS policies.
* These duties may be amended from time to time by the line manager in consultation with the post holder.

**Line Management**

There is no line management aligned to this role.

**Method of Working**

ITS expects all staff to work effectively as part of a team or teams, delivering high quality education and support to staff and learners. As a minimum this requires dealing with people politely and tactfully, communicating with colleagues and students both formally and informally, offering guidance and information in accordance with ITS guidelines, policies and procedures when requested and contributing to the maintenance of the ITS environment. In order to do this staff are expected to make themselves aware of the relevant policies and procedures. All staff are required to maintain confidentiality as required.

**Public Relations**

Considerable importance is attached to the public relations aspect of all work undertaken by ITS staff. It is a prime objective therefore that staff will at all times project to the public the image of ITS as keen to assist wherever possible, and positively promote the work that is carried out across its various services.

**PERSON SPECIFICATION REC 4 – Business Development Consultant**

**Guidance Notes**: Please detail the Essential and Desirable criteria required for the specific post that is being advertised. This document will form part of the advertisement and recruitment pack to candidates. If an applicant does not meet all the criteria listed as ‘Essential’ they should not be interviewed.

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| **Specification** | **Essential** | **Desirable** | **Examples Measured by** |
| **Education and Training**  Formal qualifications and relevant training | Educated to Level 3 or equivalent  Evidence of Professional CPD updating  GCSE Maths and English (or equivalent Level 2 qualification)  Full clean driving licence, with business insurance and use of own vehicle. | IOSH qualified  Sales qualification or willingness to work towards  IAG qualification | Application Form  Certificates  Interview  References |
| **Work Experience**  Ability to undertake duties of the post | Current knowledge of the apprenticeship training industry and relevant experience in a direct sales role  Demonstrable experience in a customer facing sales role  Proven experience of generating own sales leads  Experience of working with and selling services to a variety of employers  Experience of account managing employers and generating additional opportunities as a result of effective account management  Proven experience of achieving/exceeding personal targets  Experience in contributing to the development of bespoke training solutions for customers  Experience of delivering effective IAG to employers and learners | Experience of selling within a commercial training provision  Experience of selling other funded programmes e.g. adult leaning loans, traineeships  Current experience of selling into the apprenticeship levy market  Key account management | Application form  Interview  References |
| **Skills and Knowledge**  Includes abilities and intellect | Proven track record of strong sales knowledge and experience  Demonstrable success of pitching & winning new business opportunities  Knowledge of the apprenticeship funding and the Digital Apprenticeship service  Excellent interpersonal, influencing and communication skills  Organisational and planning Skills  Demonstrable experience of effective relationship building  The ability to problem solve to meet the needs of employers and secure new business  Strong negotiation skills, presentation and solutions based selling skills.  Strong account management skills and relationship building skills  Committed to delivering outstanding customer service | Knowledge of higher and degree apprenticeship provision  Experience of working across a variety of sectors  Knowledge of other funded training programmes | Application form  Interview  References |
| **Personal Qualities**  Includes any specific physical requirements of the post – (subject to the provisions of the Equality Act) | Professional attitude  The ability to communicate, work with & manage a range of customers  The self-confidence and stature to represent ITS  Creative thinker and energetic team player with a high level of enthusiasm  Ability to prioritise and work under pressure with good time management skills  Strong work ethic  Flexible to travel on a regional/national basis to meet customer needs  Possess a strong work ethic and commitment to quality |  | Application form  Interview  References |
| Suitability to work with children, young people and vulnerable adults  Issues relating to safeguarding and promoting the welfare of children, young people and vulnerable adults | Motivation to work with children, young people and vulnerable adults  Ability to form and maintain appropriate relationships and personal boundaries with children, young people and vulnerable adults  Emotional resilience with challenging behaviours |  | Application form  Interview  References  DBS |