



**Job Title: Learner Recruitment Officer**

**Reporting to: National Operations Manager**

**Role Overview:**

- To work with engagement staff and ensure courses are fully occupied
- Responsibility to be able to build relationships with employers to ensure we fully identify their business growth needs.
- To actively market, promote and engage with eligible employers to generate “learner starts”, focused on the ESF Skills programmes (or other contracts as designated)
- A performance sales driven role that is key to gaining new business starts every month for Ixion to deliver.
- Establishing and maintaining relationships with employers, referral agencies, stakeholders and customers throughout their journey with Ixion .
- Supporting the External Engagement Lead to deliver the required C1 contributions on all direct delivery and subcontracted programmes.
- Identify new opportunities to grow the division via new contract wins and relationship building in line with Ixion’s growth targets.
- Engage with other Ixion contract teams to promote and sell Ixion’s training /skills offer and maximise direct delivery/product opportunities across the Group.
- Support the Skills division in gaining “Starts” in all other areas as well as the core ESF contracts, e.g. Apprenticeships/ 19+ loans funding etc.

**Principle Accountabilities:**

- Undertake in-depth employer organisational needs analysis to extricate key areas such as organisational strategic plan / short- and long-term strategy, training needs, current and future skills shortages, recruitment and future organisational growth and sustainability .
- Formulates training proposals in line with organisational and LEP requirements .
- Generate appropriate employer leads through dedicated marketing activity, partners / stakeholders as well as self-generated leads .
- Take ownership of individual employer engagement activity producing a monthly plan that incorporates a range of innovative marketing and sales strategies and solutions that lead to enhanced learner participation.
- Sources employers/candidates by applying a range of innovative sales and employer engagement strategies that lead to learner participation on the ESF Contracts (or other contracts as designated).
- Achieves or exceeds monthly targets to maximise income / profit generated from those learner starts from this role.
- Proactively sources, locates and develops opportunities in line with revenue and contract targets ensuring all opportunities are fully exploited to enhance employer and learner participation.



- Generate and co-ordinate a pipeline of opportunities that lead to employer / candidate participation, that achieves the budgeted number of starts allocated.
- Develop and foster new business relationships at a senior level by researching, identifying and attending regular weekly networking & partnership events to create warm leads and opportunities.
- Maximise the network connections e.g Chambers of Commerce etc and partner supply chains etc to maximise income opportunities.
- Improves and provides solutions to employer engagement, marketing opportunities and profitability by researching, identifying, and capitalizing on all opportunities and leads.
- Sustains rapport with key accounts by making periodic visits, exploring specific needs and anticipating new opportunities. Develop and nurture stakeholder and partnership relationships to generate a consistent flow of employer /candidate referrals .
- Attend and present at external client meetings and internal meetings with other company functions necessary to aid business development.
- Direct engagement with participants and employers to provide information, advice and guidance; effectively manages and completes all administration and learner start documentation.
- Support the contract manager to prepare for contract review meetings as required.
- Communicate, liaise, and negotiate internally and externally using appropriate methods to facilitate the development of profitable business and sustainable relationships.
- Manage and formulate an 'Employer Bank' database to collate and record the work undertaken with employers; update internal CRM and MI systems.
- Ensure that key decision makers are contacted within all organisations (particularly regarding national or regional employers) to encourage and facilitate participation in ESF Contracts (or contracts as designated).
- Ensure accurate and timely progress reports are completed and produced, and to keep the project management informed of issues and changes that affect the project's success.
- Undertake all other responsibilities and duties as needed for the successful delivery of ESF contracts (or contracts as designated).
- Understand and adhere to all responsibilities to ensure that the quality requirements of Ixion's Quality Assurance Framework, the prime contractor, funding body, Investors in People, OFSTED, DWP Quality Framework, or any other contract stakeholder, are maintained.

#### **GENERAL RESPONSIBILITIES:**

- Ensure that you work to the IXION Group's vision, values, objectives and priorities and are strongly committed to them



- Understand and adhere to all responsibilities to ensure that the quality requirements of IXION's Quality Assurance Framework, the prime contractor, funding body, OFSTED, DWP Quality Framework, or any other contract stakeholder, are maintained
- Promote the principles of Equality and Diversity and ensure that the policy is fully applied at all times
- Understand and be committed to all personal responsibilities under Health & Safety and Safeguarding procedures, and ensure that the policies are adhered to at all times
- Ensure that the Code of Conduct, Data Protection, Harassment & Bullying Confidentiality, Anti-Fraud, Data Security and all other policies of the Company are fully applied at all times
- Strictly adhere to all IXION processes and procedures
- Ensure individual expertise and subject area knowledge is up to date through Continuous Personal Development, including sharing good practice, engaging with training and acquiring / maintaining any individual qualifications required for the role.
- Work flexibly in the field and across offices, as and when directed by line manager.
- As necessary, and in addition to the above, undertake other activities commensurate with the nature of the post.

### **Core Competencies**

All IXION employees are required to demonstrate a number of core competencies

- Self management – manage workload effectively
- Relationship management – develop and maintain productive relationships with your Team, Management, Clients, Partners, Sub contractors and all key stakeholders.
- Customer and Employer focused – committed to understanding client aspirations, supporting their needs.

### **Attitudes & Behaviours**

- Represent IXION in a professional manner on all occasions.
- Strive to improve practice to be creative and innovative and work towards continuous improvement
- To adopt a co-operative approach to delivery by maintaining and promoting effective communications, sharing good practice across the organisation and with externally.

### **Experience and Qualifications required**

#### **Essential**

- Ability to build relationships with employers to ensure we fully identify their business growth needs.
- Demonstrable experience/ knowledge of working successfully with employers.



- The ideal candidate will have proven client development sales experience within the employer marketplace ranging from SME and Blue-chip organisations. Proven ability to deliver bespoke presentations and pitches.
- A sales driven, KPI achieving mindset and thrives on performance outcomes and performance management.
- To be solution focussed and proactive in the engagement of prospective employers .
- To create opportunities and account manage effectively
- The work of the project is heavily driven and as such the post holder will have the track record, drive and proven experience to achieve or exceed results within a quality framework against targets.
- Sound knowledge of the local labour market and demographics.
- Ability to gain credibility and establish effective relationships with employers.
- Demonstrable experience of sharing presenting and cascading knowledge on a regular basis to a range of audiences in a variety of formats.
- Experience of working with employer networks, agencies and local authorities.
- Ability to manage own workload and deliver individual and team performance targets.
- Work effectively as a member of a team to develop innovative and creative approaches to meet the needs of employers.
- Ability to communicate with others effectively and accurately in writing face-to-face and to use the telephone to influence others.
- To competently use ICT across a range of Microsoft applications to produce documents, spreadsheets, publicity materials and other relevant documentation as required .
- Good interpersonal skills, including working with partners via telephone and face to face.
- Ability to set and work to SMART targets.
- Demonstrate knowledge & understanding of safe and healthy working practices (in particular how these may also extend to young people).
- Ability to present information at meetings.
- Knowledge of a work-based learning (WBL) skills led environments
- Able to demonstrate an understanding of the variety of training opportunities available to employers / prospective learners
- Driving Licence and willingness to travel to a range of locations.  
Previous experience of providing employment-related or skills training.



IXION is committed to safeguarding and promoting the welfare of all learners/customers and expects staff to share this commitment.

All roles will require a basic DBS Disclosure check due to the nature of the work to be undertaken.