

## Job Description

**Job Title:** Regional Employer & Business Development Manager

**Reports to:** Head of Employer Services

**Grade Band :** C

**Location:** Birmingham Based

### Purpose

The role is a performance-based role working across ESS contracts in Birmingham. The role will encompass localised Employability and Skills contracts along with identifying apprenticeship, job and commercial training opportunities with large and SME employers that focuses on supporting our customer base into employment, apprenticeships and commercial training.

Key requirements are to supporting employers with recruitment needs, drive job outcome performance levels through generating and filling vacancies, manage key regional employer partnerships and support employers with their key apprenticeship and commercial training requirements.

You will be responsible 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 apprenticeships and job starts in the West Midlands area.

This position plays a crucial role in fostering strong partnerships with employers, understanding their skills requirements along with building partnerships both internally and externally with stakeholders.

This role requires flexibility, personal drive and a commitment to exceeding contractual targets as well as the ability to produce comprehensive reports and statistical analysis of operational activity.

### Main Duties and Responsibilities

1. Achieve and exceed monthly targets to maximise income. These targets will encompass Apprenticeship starts, Employment Programme job entries and job outcomes, employment linked to Skills Contracts and commercial skills opportunities identified through business development.

2. Manage own sales generation activity through employer engagement, marketing, vacancy generation, internal stakeholder engagement and interview arrangement including closure that supports and achieves the outcome performance pipeline and expectations.
3. Develop and nurture employer accounts to understand their workforce requirements, identify skill gaps, and facilitate collaboration between employers and Shaw Trust.
4. Identify and promote cross provision opportunities to employers that maximises Shaw Trust service offer and in turn supports the employer recruitment leading to efficient outcome conversion.
5. Work closely with operational teams to identify participants for vacancies.
6. Develop relationships with existing large levy paying employers and maximise levy transfer opportunities to increase apprenticeship opportunities through promotion of new standards for their organisation, as well as identifying and securing new business opportunities with new large employers in line with strategic direction of the learning and skills division.
7. Ensure all vacancy information, employer and competitor intelligence and labour market analysis is recorded and findings communicated across the contracts as appropriate.
8. 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.
9. Work closely with colleagues in Operations, Marketing and the supply chain and engage with PR activities to enhance Shaw Trust's reputation and presence with local and national businesses.
10. Demonstrate a consultative, proactive approach in both establishing and understanding a client's needs and providing solutions which lead to new business wins.
11. Manage and maintain social media presence and marketing information to promote and generate engagement and business generation opportunities.
12. Take the sales lead in delivering presentations, producing proposals and carrying out negotiations with prospective clients to secure new business.
13. Develop and nurture stakeholder and partnership relationships to generate a consistent flow of employer and learner referrals – maximise network connections e.g. Combined Authorities, JCP, Chambers of Commerce, Sector/Industry Boards, etc to generate and maximise apprenticeship, employment and commercial opportunities.
14. Direct engagement with participants and employers to provide information, advice and guidance; effectively manages and completes all administration associated with placing learners within employer apprenticeship vacancies.
15. Accurate and timely updating of internal reporting systems including CRM systems to capture new business successes and capture business development growth.
16. Working with the operational team implement a systematic approach to quality management to ensure all participants and employers receive a consistently high standard of service.
17. Promote effective relationships between internal and external delivery and all local stakeholders, in particular Job Centre Plus (JCP), Local Authorities and health service providers. Ensuring that Shaw Trust's contribution to the local

communities served is recognised and develop innovative ways of involving local organisations in Shaw Trust's work.

18. 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, EIF or any other contract stakeholder, are maintained.

## Other

1. To undertake any further training as identified in the Shaw Trust review procedures.
2. Ensure that safe working practices are followed in respect of COSHH and other Risk Assessment control measures.
3. Employees must comply with the provisions of 'The Health and Safety at Work Act 1974' and must take reasonable care for the health and safety of themselves and of other persons who may be affected by their acts of omissions whilst at work. Employees are also required to co-operate with their employer to enable them to perform or comply with any statutory provisions. The Trust's efforts to promote a safe and healthy working environment can only succeed with the full co-operation of its employees.
4. To understand, comply with and promote Shaw Trust's safeguarding policy and procedures. It is the responsibility of all employees to make the working environment safe and secure for all. Everyone must adhere to the 5 Rs in relation to possible abuse: Recognition, Response, Reporting, Recording and Referral. The Trust can only ensure its dedication to the protection of vulnerable people with the full cooperation of its employees.
5. The Trust has a Diversity and Inclusion Policy and it is the responsibility of all staff to comply with this. The key responsibilities for staff under this Policy are set out in the Trust Code of Conduct.
6. To maintain the confidentiality about clients, staff and other Trust business. The work is of a confidential nature and information gained must not be communicated to other persons except in the recognised course of duty. The post holder must meet the requirements of the Data Protection Act at all times.
7. To maintain awareness of risk and to take personal responsibility for ensuring that the Trust is not unnecessarily exposed to risk. To report any issues or concerns relating to risk and the effectiveness of the Trust's risk management arrangements.
8. Be aware of, promote and implement Shaw Trust's Risk, Quality and Information Security Management Systems.
9. To report to line manager, or other appropriate person, in the event of awareness of bad practice.
10. Recycle and manage energy within your environment in line with Shaw Trust's Strategic aim to adopt green approaches and become carbon neutral.

This job description is intended to provide a broad outline of the main duties and responsibilities only. The post holder will need to be flexible in developing the role in conjunction with the line manager. The post holder may be asked to carry out any other delegated duty or task that is in line with their post.

<p style="text-align: center;"><b>Person Specification</b></p> <p style="text-align: center;"><b>Job Title:</b> Regional Employer &amp; Business Development Manager (E=Essential D=Desirable)</p>
<p><b>SKILLS AND CORE COMPETENCIES</b></p>
<p><b>Technical competency (qualifications and training)</b></p> <ul style="list-style-type: none"><li>• Educated to degree level and/or significant experience and proven track record in a relevant field within Sales, Employability and/ or Business Development (E)</li><li>• Full membership of relevant professional body or willingness to work toward s (D)</li><li>• Demonstrable evidence of Continuing Professional Development (E)</li></ul>
<p><b>Experience</b></p> <ul style="list-style-type: none"><li>• Accomplished Sales professional with Business-to-Business experience within the employability and or apprenticeship sector (E)</li><li>• Significant experience of sales in a service related, contract environment. (E)</li><li>• Experience of engaging with large employers to support with their training and development needs as a business through effective sales and marketing techniques, performing organisational needs analysis (E)</li><li>• Effective communicator across multi stakeholders (E)</li><li>• Experience of working with or the knowledge of apprenticeship standards (D)</li><li>• Experience of working on DWP performance contracts (D)</li><li>• Experience of working on Apprenticeships and Skills Contracts (D)</li><li>• Previous experience successfully delivering in a customer focused business, securing value for money and a high level of customer satisfaction (E)</li><li>• Experience of effective partnership working with internal and external stakeholders including building strong external relationships (E)</li><li>• Understanding of quality standards such as ISO9001 (D)</li><li>• Understanding of local Employability sector (D)</li></ul>

## **Skills and Attributes**

- Excellent IT skills, including familiarity with Microsoft Office software and previous experience of working with databases (E)
- Ability to manipulate and analyse data (E)
- Excellent verbal and written skills and ability to communicate concisely and effectively and confidence to present at senior level (E)
- Excellent report writing skills (E)
- Strong commercial acumen and presentation capability to a wider audience (E)
- Proven skills and success in developing effective relationships with a range of stakeholders (E)
- Able to demonstrate success in producing efficiencies and increased outcomes against targets (E)

## **Personal qualities, communicating and relating to others**

- Acts as a role model for Shaw Trust Values with high levels of leadership being displayed (E)
- Strong Relationship management and strong leadership skills to provide direction, support, influence and mentoring to stakeholders (E)
- Ability to think strategically (E)
- Personal and functional credibility to provide direction, support, influence and mentoring to stakeholders (E)

## **Safeguarding**

- Be able to display an awareness, understanding and commitment to the protection and safeguarding of young people and vulnerable adults.
- This post requires a Disclosure and Barring Service Check at a Basic level

## **Other**

- Have an understanding of and be able to demonstrate a commitment to Equal Opportunities and Diversity (E)
- Ability to travel on behalf of the Trust as required (E)
- Good understanding of disability issues (E)
- Willingness to undertake travel throughout the UK, including occasional overnight stays (E)