

## **Job Description**

**Job Title:** Business Development Manager  
**Reports to:** Head of Apprenticeship Strategy  
**Location:** Home Based with national travel when required

### **Purpose**

This role will be identifying new business opportunities with both Levy and Non-Levy employers, focusing predominantly on promoting the delivery of IT based apprenticeships such as Information Communication Technician, IT Solutions Technician and Cyber Security standards but will be promoting all standards that can be delivered.

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 the apprenticeships (or other contracts as designated) Support the Learning and Skills division in gaining “Starts” in all other areas as well as the apprenticeship contracts, e.g. ESF/Traineeships/19+ advanced learner loans etc. by making referrals to other contracts where necessary.

### **Main Duties and Responsibilities**

- To work with employer engagement team to ensure all vacancies generated by the team are filled.
- Establishing and maintaining relationships with employers, referral agencies, internal and external stakeholders and applicants throughout their journey with Ixion.
- Engage with other learning and skills contract teams to promote and sell Ixion’s training /skills offer and maximise direct delivery/product opportunities across the Group.
- To recruit learners with the relevant skills and attributes to fill apprenticeship vacancies for employers.
- To carry out sifting and interviews of all applicants applying for apprenticeship opportunities secured with employers within an agreed timescale and ensure all systems are kept updated with successful and unsuccessful applicants.
- Generate 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 applications submitted to fill apprenticeship vacancies (or other contracts as designated).
- Achieve/exceed 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 capitalising 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 associated with placing learners within employer apprenticeship vacancies.
- Support the contract manager to prepare for contract review meetings as required.
- Communicate, liaise, and negotiate internally and externally using appropriate methods to facilitate
- Manage and formulate an 'Employer Bank' database to collate and record the work undertaken with employers; update internal CRM and MI systems
- Undertake all other responsibilities and duties as needed for the successful delivery of apprenticeship programmes (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, 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: Business Development Manager</b></p> <p style="text-align: center;">(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>• Demonstrate relevant qualification in particular discipline, for example IAG Level 3/4 or Recruitment based qualification (E)</li> <li>• Demonstrable evidence of Continuing Professional Development (E)</li> </ul>
<p><b>Experience</b></p> <ul style="list-style-type: none"> <li>• Demonstrate relevant experience in apprenticeship recruitment and/or recruitment industry (E)</li> <li>• In depth experience and knowledge of IT Industry and relevant apprenticeship standards associated with the sector (E)</li> <li>• Demonstrable experience of successfully working to targets (E)</li> <li>• Experience of government funded programmes that can generate progressions into apprenticeship provision (D)</li> <li>• Demonstrable experience of providing excellent customer service skills (E)</li> </ul>
<p><b>Skills and Attributes</b></p> <ul style="list-style-type: none"> <li>• Excellent IT skills, including familiarity with Microsoft Office software and previous experience of working with databases. (E)</li> <li>• Understanding of our client group and the barriers our clients may face (E)</li> <li>• Understanding of data protection and information security (E)</li> </ul>
<p><b>Personal qualities, communicating and relating to others</b></p> <ul style="list-style-type: none"> <li>• Excellent interpersonal and communication skills (E)</li> <li>• Good at building relationships; both internal and external stakeholders (E)</li> <li>• Ability to use initiative when required and take a problem solving approach to work tasks (E)</li> <li>• Ability to work well as part of a team and independently when required (E)</li> </ul>
<p><b>Safeguarding</b></p> <ul style="list-style-type: none"> <li>• Be able to display an awareness, understanding and commitment to the protection and safeguarding of young people and vulnerable adults. (E)</li> <li>• This post requires a Disclosure and Barring Service Check at an Enhanced level (E)</li> </ul>
<p><b>Other</b></p> <ul style="list-style-type: none"> <li>• Have an understanding of and be able to demonstrate a commitment to Equal Opportunities and Diversity (E)</li> </ul>