

## **Job Description**

**Job Title:** Employer engagement Executive  
**Reports to:** National Operations Manager

### **Purpose**

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/STAR.

Supporting the Head of Service to deliver the required C1 contributions on all direct delivery and sub contracted 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.

### **Main Duties and Responsibilities**

1. 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.
2. Formulates training proposals in line with organisational and LEP requirements.
3. Generate appropriate employer leads through dedicated marketing activity, partners / stakeholders as well as self-generated leads for apprenticeship engagement.
4. 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.
5. 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).
6. Achieves or exceeds monthly targets to maximise income / profit generated from those learner starts from this role.

7. 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.
8. Generate and co-ordinate a pipeline of opportunities that lead to employer / candidate participation, that achieves the budgeted number of Starts allocated.
9. 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.
10. Maximise the network connections e.g. Chambers of Commerce etc and Partner supply chains etc to maximise income opportunities.
11. Improves and provides solutions to employer engagement, marketing opportunities and profitability by researching, identifying, and capitalizing on all opportunities and leads.
12. 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.
13. Attend and present at external client meetings and internal meetings with other company functions necessary to aid business development.
14. Direct engagement with participants and employers to provide information, advice and guidance; effectively manages and completes all administration and learner start documentation.
15. Support the contract manager to prepare for contract review meetings as required.
16. Communicate, liaise, and negotiate internally and externally using appropriate methods to facilitate the development of profitable business and sustainable relationships.
17. Manage and formulate an 'Employer Bank' database to collate and record the work undertaken with employers; update internal CRM and MI systems.
18. 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).
19. 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.
20. Undertake all other responsibilities and duties as needed for the successful delivery of ESF contracts (or contracts as designated).
21. 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.

## 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: Employer Engagement Executive</b></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>• Driving Licence and willingness to travel to a range of locations.</li> <li>• Previous experience of providing employment-related or skills training.</li> </ul>
<p><b>Experience</b></p> <ul style="list-style-type: none"> <li>• Demonstrable experience/ knowledge of working successfully with employers.</li> <li>• The ideal candidate will have proven client development sales experience within the employer market place ranging from SME and Blue-chip organisations. Proven ability to deliver bespoke presentations and pitches.</li> <li>• 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.</li> <li>• Demonstrable experience of sharing, presenting and cascading knowledge on a regular basis to a range of audiences in a variety of formats.</li> <li>• Experience of working with employer networks, agencies and local authorities.</li> </ul>
<p><b>Skills and Attributes</b></p> <ul style="list-style-type: none"> <li>• Self-management – manage workload effectively</li> <li>• Relationship management – develop and maintain productive relationships with your Team, Management, Clients, Partners, Sub contractors and all key stakeholders.</li> <li>• Customer and Employer focused – committed to understanding client aspirations, supporting their needs.</li> <li>• A sales driven, KPI achieving mindset and thrives on performance outcomes and performance management.</li> <li>• To be solution focussed and proactive in the engagement of prospective employers.</li> <li>• To create opportunities and account manage effectively</li> <li>• Sound knowledge of the local labour market and demographics.</li> <li>• Ability to manage own workload and deliver individual and team performance targets.</li> <li>• To competently use ICT across a range of Microsoft applications to produce documents, spread sheets, publicity materials and other relevant documentation as required.</li> <li>• Good interpersonal skills, including working with partners via telephone and face to face.</li> <li>• Ability to set and work to SMART targets.</li> <li>• Demonstrate knowledge &amp; understanding of safe and healthy working practices (in particular how these may also extend to young people).</li> <li>• Ability to present information at meetings.</li> <li>• Knowledge of a work-based learning (WBL) skills led environments</li> <li>• Able to demonstrate an understanding of the variety of training opportunities available to employers / prospective learners</li> </ul>

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

- 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.
- Ability to build relationships with employers to ensure we fully identify their business growth needs.
- Ability to gain credibility and establish effective relationships with employers.
- 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.

**Safeguarding**

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

**Other**

- Have an understanding of and be able to demonstrate a commitment to Equal Opportunities and Diversity. (E)