

KNOWLEDGE, SKILLS AND EXPERIENCE REQUIRED

1	Knowledge/Experience	Assessed At
	<p>Essential</p> <p>1.1 Demonstrable track record in the successful application of a range of appropriate sales approaches, achieving / exceeding challenging sales targets, and delivering excellent levels of customer service</p> <p>1.2 Substantial relevant experience working at the same level in a similar role</p> <p>1.3 Good working knowledge of current Microsoft Office Suite, plus well developed experience of working with relevant technical systems</p> <p>1.4 Experience of developing and maintaining effective relationships – internal and external at all levels in a diverse environment</p> <p>1.5 Experience of developing sales leads, including cold calling, and customer relationship and account management</p> <p>1.6 Proven ability to successfully negotiate and influence decisions to achieve positive outcomes</p> <p>1.7 Experience of participating in promotional activities</p> <p>Desirable</p> <p>1.8 Experience of working in FE and a contemporary knowledge of the diverse and complex product range</p> <p>1.9 Track record of identifying tender/bid opportunities through a variety of platforms</p>	<p>A/I/T</p> <p>A/I</p> <p>A/I</p> <p>A/I</p> <p>A/I</p> <p>A/I</p> <p>A/I</p> <p>A</p> <p>A</p>
2.	Qualifications	Assessed At
	<p>Essential</p> <p>2.1 Level 2 or above Sales/Customer service qualification or relevant industry experience</p> <p>2.2 GCSE or Level 2 equivalent in Maths and English or willing to work towards in a given timescale</p> <p>Desirable</p> <p>2.3 Level 3 or above Sales/customer service qualification</p> <p>2.4 Assessor award or willing to work towards in a given timescale</p>	<p>A</p> <p>A</p> <p>A</p> <p>A</p>

3.	Skills	Assessed At
	<p data-bbox="284 331 427 365">Essential</p> <p data-bbox="204 405 1209 477">3.1 Highly developed communication, interpersonal skills and presentational skills, both in writing, person and on the telephone</p> <p data-bbox="204 517 1185 589">3.2 Excellent negotiation and influencing skills that achieve positive outcomes</p> <p data-bbox="204 629 1249 701">3.3 Be able to work as part of a team as well as using own initiative and resolving problems without supervision</p> <p data-bbox="204 741 1185 813">3.4 Strong organisational and administrative skills, with exceptional attention to detail</p> <p data-bbox="204 853 1225 947">3.5 Highly self-motivated with an ability to demonstrate a positive, proactive, “can do” approach, working flexibly and reliably to meet the needs of the business</p> <p data-bbox="204 987 1177 1021">3.6 Ability to organise, multitask prioritise and work under pressure</p> <p data-bbox="204 1061 1169 1095">3.7 Car owner/driver and willingness to obtain Business Insurance</p>	<p data-bbox="1353 405 1425 439">A/I/T</p> <p data-bbox="1369 517 1409 551">A/I</p> <p data-bbox="1369 629 1409 663">A/I</p> <p data-bbox="1353 696 1425 730">A/I/T</p> <p data-bbox="1353 842 1425 875">A/I/T</p> <p data-bbox="1369 987 1409 1021">A/I</p> <p data-bbox="1369 1061 1409 1095">A/I</p>
4.	Special Requirements	Assessed At
	<p data-bbox="284 1218 427 1252">Essential</p> <p data-bbox="204 1292 914 1326">4.1 Strong commitment to Equality and Diversity</p> <p data-bbox="204 1366 683 1400">4.2 Awareness of Safeguarding</p>	<p data-bbox="1369 1292 1409 1326">A/I</p> <p data-bbox="1385 1366 1393 1400">I</p>

Key: Assessed at
A – Application Form
I – Interview
P – Presentation
T - Test

JOB DESCRIPTION

JOB DETAILS

Job Title: Business Development Advisor

Grade: Business Support Scale 6

JOB PURPOSE

Through employer engagement and understanding business challenges, you will be able to identify employer needs and match relevant learning and development solutions including, apprenticeships, full cost and bespoke packages whilst exceeding challenging sales targets.

ACCOUNTABLE TO: Head of Employer Engagement and Apprenticeships

KEY RESULT AREAS

1. To pro-actively generate new business through appropriate and timely employer contact, to achieve a range of income and other performance related targets. This may include regular meetings with existing customers, proactive telesales activities, visits, searching for levy tendering opportunities, network events and school presentations as appropriate.
2. To communicate, influence and develop existing customer relationships, from the initial contact, through to securing agreement to commence training/delivery.
3. To source employers, particularly levy paying employers and candidates by applying a range of innovative sales and employer engagement strategies that lead to employer and learner participation.
4. To liaise with appropriate curriculum colleagues to ensure a reliable and contemporary understanding of the range apprenticeship frameworks the College is able to offer.
5. To effectively promote College opportunities, including bespoke and scheduled courses, work based activity, consultancy, curriculum courses, apprenticeships, Maths and English and project driven opportunities across all strands of the College, and translate these into viable sales which also meet the customers' business needs.
6. To support and contribute to the development and review of the sales and recruitment strategy.

7. To support the development of a range of proposals with the aim of maximising sales, gaining competitive advance or securing the position of Tyne Coast College as the provider of choice.
8. To provide, analyse and interpret reliable management information to identify trends and inform appropriate management / sales action plans on a weekly/monthly basis.
9. To work with other College colleagues to develop and deliver local initiatives to improve employer engagement such as supporting events and breakfast meetings.
10. To produce employer contracts and commitment statements, maintain appropriate records and files, whether in physical or electronic format, and ensure that appropriate systems are updated in a timely manner whilst adhering to college procedures
11. To represent the College at external events, or employer networking events to promote the College locally, regionally and nationally (where required).
12. To be familiar with and adhere to all College policies and procedures relating to equal opportunities and health and safety.
13. Demonstrate on-going commitment to raising standards and continuous improvement, and on-going contribution to college policies and procedures.
14. Demonstrate on-going engagement with / commitment to the college's vision and values and to delivering against clear strategic objectives and targets, understanding your own contribution to the achievement of those targets.
15. To promote and safeguard the welfare of children and young persons for whom you have responsibility or come into contact with.
16. Any other tasks and responsibilities commensurate with the grading of the position.

N.B. All posts are required to work flexibly across all directorates in order to meet the needs of the college on a corporate basis.

VARIATION IN THE ROLE

Given the dynamic nature of the role and structure of the College, it must be accepted that, as the College's work develops and changes, there will be a need for adjustments to the role and responsibilities of the post. The duties specified above are, therefore, not to be regarded as either exclusive or exhaustive. They may change from time to time commensurate with the grading level of the post and following consultation with the member of staff.

EQUALITY AND DIVERSITY

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The College is committed to equality and diversity for all members of society. The College will take action to discharge this responsibility but many of the actions will rely on individual staff members at the College embracing their responsibilities with such a commitment and ensuring a positive and collaborative approach to Equality and Diversity. This will require staff to support the College's initiatives on Equality and Diversity which will include embracing development and training designed to enhance practices and the experiences of staff, students and visitors to the College with an all inclusive approach that celebrates differences. Failure to embrace these commitments may lead to formal action.

If you as a member of staff identify how you or the College can improve its practice on Equality and Diversity, please contact the Equality and Diversity Officer in Human Resources.

HEALTH AND SAFETY

All members of staff have a duty to maintain safe and clean conditions in their work area and co-operate with the College on matters of Health and Safety. This will include assisting with undertaking risk assessments and carrying out appropriate actions as required. Staff are required to refer to the College Health and Safety Policies in respect to their specific duties and responsibilities.

LEARNING & DEVELOPMENT

All staff are required to participate fully in the college Learning & Development programmes and have a responsibility to identify their own professional development needs in conjunction with their line manager.

COMMITMENT TO SAFEGUARDING VULNERABLE GROUPS

The College is committed to safeguarding and the prevent duty. Ensuring safeguarding arrangements to protect children, young people and vulnerable groups meet all statutory and other government requirements, promote their welfare and prevent radicalisation and extremism. The College expects all staff and volunteers to share this commitment.

COMMUNICATION AND WORKING RELATIONSHIPS

Internal Communication/Working Relationships

Liaison with:

- Assistant Principle
- Head of Employer Engagement
- Head of Commercial Services
- Heads of Learning and Standards
- Other College Managers

External Communication/Working Relationships

Liaison with:

- Learners, clients and customers

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- Learners' parents or guardians
- Local Business
- Connexions
- Colleges
- Appropriate Awarding Bodies
- Ofsted, QAA
- Employers
- Professional bodies relating to activities of allocated area

This is not an exhaustive list – it is for illustrative purposes only