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**Job Description Business Engagement Executive**

**JOB TITLE**

Business Engagement Executive

**ACCOUNTABLE TO:**

Business Engagement Manager

**ABOUT THE COLLEGE**

Lakes College is a technical vocational Further Education College delivering education and training to full-time and part-time learners and apprentices to degree level. We have a vibrant campus in West Cumbria with state of the art vocational workshops and resources, including the National College for Nuclear Northern Hub.

Our mission and purpose are to:

 ‘*Enable people to recognise and develop their potential’*.

We are a people business and our mission applies as equally to our staff team as to our learners and employers’. We are a Good college and have ambition to be Outstanding by together developing our culture, standards and expectations. We encourage innovation, collaboration and reflection to lead to new ideas and methods. We gather, evaluate and use data to drive operational improvement.

**ABOUT THE ROLE**

* To engage and build employer relationships to develop new areas of growth to achieve key college targets.
* To be responsible for achieving key sales targets with regard to employers and in order to contribute to the successful achievement of The College’s objectives.
* To work with local employers to identify training needs and skills shortages and to coordinate provision of training programmes to meet their needs.

**KEY RESPONSIBILITIES AND ACCOUNTABILITIES:**

* To be responsible for the day-to-day account management, keeping employers, stakeholders updated on latest developments at the college and providing one to one support with funding queries.
* To raise the college profile across various employer focussed events.
* To work closely with employers and cross college teams to secure and convert leads to new business across apprenticeships and commercial training programmes working towards key performance indicators.
* Manage the employer relationship from initial enquiry through the whole process acting as the ‘Account Manager’ ensuring regular meetings, ongoing growth and repeat business from key accounts.
* To ensure that all agreed targets, milestones, outputs and outcomes are achieved in order to contribute to the business success of the college.
* To ensure that all agreed documents and records are accurately maintained and are accessible in order to supply performance information/data as required by the college management auditors, or external funding providers.
* To take full and positive role in training courses as and when appropriate.

**GENERIC COLLEGE ACCOUNTABILITIES**

* To operate within the college’s safeguarding children and vulnerable adult’s policy to promote and safeguard the welfare of college’s learners who are under the age of 18, and of vulnerable adults to meet the college’s moral and legal responsibilities.
* To work as a member of the team, both within the section and as part of the service as a whole, to promote a team culture and environment and contribute towards the team development and assist others as necessary during periods of peak demand.
* To contribute to the quality system of the section to ensure the delivery of a high quality service.
* To participate in the college’s performance management scheme, in order to ensure personal development needs are identified to allow maximisation of a high level of performance.
* To operate and monitor college Health and Safety Policy, in order to ensure a safe and healthy learning and working environment.
* To proactively create, communicate, implement and support the college’s Sustainability Development Strategy to ensure college targets are achieved.
* To operate and support college’s Equal Opportunities Policy, in order to ensure adherence throughout the college.
* To contribute to the smooth running of the college by undertaking other administrative duties as required to support the management of the college.
* To participate in the promotional and marketing activities of the college and ensure a professional and favourable image is portrayed at all times to enhance the college’s reputation and assist in ensuring its future success.

Note: This Job Description is an outline of the Principal Accountabilities for the post but is not part of the Contract of Employment.

**HOW TO APPLY**

For full information about this role or to apply visit [www.lcwc.ac.uk/job](http://www.lcwc.ac.uk/job)

**Person Specification – Business Account Manager**

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|  | **Essential** | **Desirable** | **Assessment Method** |
| Qualifications |  |  |  |
|  5 GCSEs grade A-C or equivalent | **✓** |  | AF |
| NVQ 3 or equivalent qualification and be willing to work towards a level 4 qualification. | **✓** |  | AF |
| IT Literate of Microsoft Word, Excel, Access and PowerPoint | **✓** |  | AF |
| Educated to degree level or equivalent |  | **✓** | AF |
| Sales/ Marketing related qualification |  | **✓** | AF |
| Experience |  |  |  |
| Proven track record in sales related environment | **✓** |  | AF / AT / IV |
| Proven ability to work within a partnership environment and ability to develop and maintain relationships with key organisations | **✓** |  | AF / AT / IV |
| Experience of working within a multi-agency environment inc. business community, voluntary and statutory sectors. | **✓** |  | AF / AT / IV |
| Experience of budget management | **✓** |  | AF / AT / IV |
| Knowledge of the local communities within West Cumbria |  | **✓** | AF / AT / IV |
| Clean Driving Licence |  | **✓** | AF / AT / IV |
| Teamwork & Personal Credibility |  |  |  |
| Work collaboratively and for the good of all | **✓** |  | AF / AT / IV |
| Welcome suggestions for improving standards and offer suggest improvements | **✓** |  | AF / AT / IV |
| Act as a team player | **✓** |  | AF / AT / IV |
| Accept responsibility for personal activities within agreed parameters  | **✓** |  | AF / AT / IV |
| Display a high standard of personal integrity  | **✓** |  | AF / AT / IV |
| Demonstrate a good understanding of and positive commitment to organisational objectives | **✓** |  | AF / AT / IV |
| Communication |  |  |  |
| Strong interpersonal and communication skills with the ability to present analysis in an understandable and concise manner  | **✓** |  | AT/ IV |
| Analytical & Decision Making Skills |  |  |  |
| Uses logic, analysis, experience and models to solve problems | **✓** |  |  AT / IV |
| Organised and attentive to detail | **✓** |  | AT / IV |
| Examines options to find solutions or seeks suggestions that are effective in addressing the problem in hand | **✓** |  | AT / IV |
| Able to demonstrate organised and analytical problem-solving skills with the tenacity to search out and explain relevant information |  | **✓** | AT / IV |
| Internal Customer Orientation |  |  |  |
| Demonstrates meeting expectations of internal customers, including students | **✓** |  | AT / IV |
| Develops relationships with internal customers and gains their respect | **✓** |  | IV |
| Treats internal customers fairly and in a non-discriminatory manner | **✓** |  | IV |
| Personal Effectiveness & Initiative Taking |  |  |  |
| Demonstrates ability to work under pressure, prioritise and commit to strict deadlines whilst maintaining the quality of output | **✓** |  | AT / IV |
| Ability to prioritise own work, multi-task and shift priorities | **✓** |  | AT / IV |
| Proactive in taking action to achieve goals | **✓** |  | AT / IV |

***\*Assessment method:***

AF = Assessed via application form

IV = Assessed via interview

AT = Assessed via test/work-related task

Cert = Certificate checked at interview