



North East  
Better Health  
at Work Award  
Continuing Excellence



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# Business Executive

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## External Vacancy

**Post Ref: 6013. Full Time, 37 hours per week. Permanent. £26,670.51 to £30,018.48 per annum.**

**Attractive benefits for this post include 35 days' annual leave per year plus bank holidays and the opportunity to join the Local Government Pension Scheme.**

Sunderland College has a long history of working with employers, today the College works with over 600 businesses a year. Over recent years Sunderland College has also become one of the largest providers of apprenticeships in the North East and the College is keen to build on this success.

An exciting opportunity has arisen within our Business Development Directorate for a dynamic, keen, highly motivated individual. We are seeking to appoint a Business Executive in our Business Development Team to lead the business development, marketing and sales activity on a sector basis. Key elements of the job role are working with large Apprenticeship Levy paying organisations to secure an increased market share in Apprenticeships and commercial income for the college. The work will involve identifying new opportunities and growing existing contracts beyond apprenticeships to offer other solutions to meet identified training needs.

The successful applicant will be able to demonstrate an up to date understanding of employer and sector needs and have the ability to identify and respond to changing markets. Applicants will have a sound general knowledge of Apprenticeship Frameworks and Standards as well as the changing landscape of Further Education. The applicants will be able to demonstrate a professional approach with good interpersonal skills and be self-motivated. They must also be able to meet deadlines working under pressure whilst utilising excellent customer relationship and account management skills. The Applicant should ideally have experience of working in post 16 education as well as experience of working in sales.

Members of the business Development Team need to be independently mobile and must be able to travel throughout the North East and in some instances further afield.

Applicants should be able to demonstrate relevant experience in their personal statement and give practical examples of how they fulfil the person specification.

Due to the nature of this post you will be required to undertake an Enhanced Disclosure Check.

To find out more about this great opportunity visit [www.sunderlandcollege.ac.uk/vacancies](http://www.sunderlandcollege.ac.uk/vacancies) alternatively email [vacancies@sunderlandcollege.ac.uk](mailto:vacancies@sunderlandcollege.ac.uk) or call 0191 511 6046 to request an application pack.

**All applications must be received by 12 noon Wednesday 15 August 2018.**

**It is anticipated that interviews will take place during the week commencing Monday 03 September 2018.**

We are working towards equal opportunities and welcome applications from all sections of the community. We are committed to PREVENT and safeguarding the welfare of children and vulnerable adults.

## Job Description

*(This is a description of the job as it is as present constituted. It may be necessary, from time to time, to update job descriptions to ensure that they relate to the job as then being performed. Therefore, management reserve the right to make changes to your job description, commensurate with your grade/level in the organisation, after consultation with you).*

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| Post Title      | <b>Business Executive</b>             |
| Post Reference: | <b>6013</b>                           |
| Reports to      | <b>Business Development Manager</b>   |
| Department      | <b>Business Development Executive</b> |
| Grade           | <b>026 - 030</b>                      |
| Contract        | <b>Permanent, Full Time</b>           |
| Location        | <b>Any College Campus</b>             |

## ROLE PURPOSE

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| <p>To lead the business development, marketing and sales activity on a sector basis to secure an increased market share and growth in Apprenticeship and commercial income for the College. The post-holder will be responsible for identifying and growing existing and new business opportunities including creating demand for Apprenticeships and other off-the-shelf tailored and bespoke solutions to meet employer client needs.</p> <ul style="list-style-type: none"> <li>To work with the strategic leads for each sector, Business Development Manager, Work Based Learning Managers and relevant Faculty Directors to develop and implement plans to grow the College's business-facing activity and commercial income in identified sectors.</li> <li>To work with employer clients to advise on suitable Apprenticeship frameworks, identify potential candidates and introduce to the client, the Work Based Learning Managers and Faculty Directors within the College to ensure a smooth transition.</li> <li>To plan and undertake health and safety assurance visits to employers' workplaces before any learner starts their Apprenticeship and work experience.</li> <li>To manage and co-ordinate effectively the client journey as part of an end-to-end business cycle.</li> <li>To undertake any other duties as may be deemed to be commensurate with the grade of the post.</li> </ul> |
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## KEY ACCOUNTABILITIES

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| <ul style="list-style-type: none"> <li>To work with the strategic leads for each sector, Business Development Manager, Work Based Learning Managers and relevant Faculty Directors to develop and implement plans to grow the College's business-facing activity and commercial income in identified sectors.</li> <li>To work with Work Based Learning Managers, Faculty Directors and other Business Executives, Training &amp; Sales Advisor and other colleagues to maximise up-selling and cross-selling</li> </ul> |
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opportunities across the College.

- To pro-actively target and engage with prospective and existing employer clients within the identified sector(s), utilising a range of approaches/media (cold calling, direct mail/email, social media, face-to-face meetings, network events).
- To build, maintain and monitor a strong sales pipeline of prospective opportunities within the identified sector(s).
- To develop and maintain relationships with employers and other stakeholders and proactively seek contracts, tenders and sales to meet business needs.
- To work closely with any external business support services and employer bodies to ensure market reach is extended within the identified sector(s).
- To undertake organisational and training needs analyses to identify employers' needs, and provide advice on possible solutions.
- To work with Work Based Learning Managers, other academic staff and sub-contractors/partners to ensure a timely and appropriate response to sector, market or employer related opportunities.
- To negotiate and secure new and existing business within the College's key markets/sectors, including through producing proposals, delivering presentations and agreeing contracts.
- To undertake business impact assessments to review the extent to which solutions, specifically Apprenticeships, have met or exceeded expectations/needs and delivered a return on investment for the employer.
- To take responsibility for achieving targets and regularly report to the Business Development Manager on performance.
- To work with employers to present and subsequently agree appropriate Apprenticeship frameworks or training packages (off-the-shelf, tailored and/or bespoke).
- To work with the employer client, Training & Sales Advisor and REED NCFE (or other appropriate recruitment services) to recruit and select suitable candidates for Apprenticeship vacancies and Traineeships.
- To work with the employer client and the Marketing Department to effectively promote Apprenticeship opportunities.
- To work with Work Based Learning Managers and Faculty Directors within the College to organise delivery of Apprenticeship frameworks and other solutions to meet/exceed identified employer needs.
- To work with the Training & Sales Advisor to ensure individual learners (employees, Apprentices) are enrolled, receive a high quality induction and the frameworks/courses are delivered to the agreed schedule.
- To ensure learner progress is appropriately monitored to ensure that employers' needs and quality measures are met.
- To plan and undertake health and safety assurance visits to employers' workplaces before any learner starts their Apprenticeship and work experience, using the Skills Funding Agency Health & Safety Procurement Standards (HASPS) checklist ensuring employers meet the health and safety standards required.
- Produce health and safety action plans for employers as identified on the HASPS checklist and monitor the progress of all recommendations ensuring their completion within agreed timescales.
- To review and monitor employers' premises per established timescales, and maintain up-to-date records on the College CRM.
- To advise the College Health, Safety & Environmental Manager of all workplace incidents or accidents involving learners and assist with any investigations, as required.
- To maintain high levels of customer service (internally and externally) and exceed customer expectations.
- To work to agreed account and customer relationship management procedures and processes.
- To utilise the CRM system and other appropriate systems to record interactions/activities with prospective and existing clients.

## GENERAL RESPONSIBILITIES

- To work on either a temporary or an indefinite basis at any of the College sites.
- To undertake such other duties as are reasonably allocated either permanently or from time to time.
- To have due regard and take appropriate responsibility for PREVENT and the safeguarding and promotion of the welfare of children and/or vulnerable adults.
- To uphold British Values, the college values and responsibilities with regard to equality and diversity.
- Undertake and adhere to college Health and Safety policies and guidelines ensuring compliance with statutory legislation.



**Post Title: Business Executive Post Ref: 6013**

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| <p><b>Disposition</b></p> <p>Ability to motivate and create a productive and positive professional environment.</p> <p>Drive, enthusiasm and highly motivated.</p> <p>Ability to work under pressure and to strict deadlines.</p> <p>Flexible and adaptable approach.</p> <p>Relates well to all stakeholders.</p> <p>Diplomacy skills (difficult situations/constructive feedback)</p> <p>Confidence in dealing with conflict.</p> <p>To take responsibility for the safeguarding and promotion of the welfare of children and/or vulnerable adults.</p> <p>To uphold British Values, college values and responsibilities with regard to Equality &amp; Diversity and PREVENT.</p> <p>To understand and adhere to college Health and Safety policies and guidelines ensuring compliance with statutory legislation.</p> <p>Independently mobile throughout the North East area.</p> | <p>✓</p> <p>✓</p> <p>✓</p> <p>✓</p> <p>✓</p> <p>✓</p> <p>✓</p> <p>✓</p> <p>✓</p> <p>✓</p> |  |
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