

<b>Post Title: Employment Engagement Apprenticeship Officer</b>	<b>Director/Service/Sector</b> Community, Health and Wellbeing Learning and Skills Service – Adult Learning		<b>Office Use</b>
<b>Grade:</b> Band 6	<b>Workplace:</b> Adult Learning Site		<b>HRMS ref:</b> 3692
<b>Responsible to:</b> Education Lead - Apprenticeships and Traineeships	<b>Date:</b> 01 May 2020	<b>Manager Level:</b>	
<b>Job Purpose:</b>			
<p>To proactively develop new business in Northumberland and beyond with the focus on Apprenticeships Traineeships and commercial training  Identify and engage with Employers to build relationships and secure growth in Sales  Plan, develop and deliver a strong Sales action plan which meets the Services requirements.  To implement a dynamic and responsive approach to short and long term sales and earnings.</p>			
<b>Resources</b>	<b>Staff</b>	Line manage as required	
	Finance	<p>Meet monthly sales targets of Apprenticeship and Traineeships to the identified annual allocation.  Manage data submissions for all Employer activity.  Check financial evidence of eligibility for Employers and Learners.  Comply with associated financial regulations and funding rules.</p>	
	Physical	<p>Handling and processing information  Ordering and stock control  Careful use of PC and shared responsibility for other office equipment provided  Manual handling of resources and equipment for associated activities.</p>	
	Clients	Frequent contact with employers, learners, lecturers and internal colleagues	
<b>Duties and key result areas:</b>			
<ol style="list-style-type: none"> <li>1 To deliver the planned sales and recruitment targets for areas of responsibility</li> <li>2 Develop specific plans to ensure growth in sales. Contribute to Monthly Performance Review on sales performance against targets and take rapid remedial action as needed to achieve targets.</li> <li>3 Engage with Employers and build relationships which lead to Long term sustainable business partnerships</li> <li>4 Represent the service at trade exhibitions, events, demonstrations, networks and other activities relevant to securing sales.</li> <li>5 To use a variety of conventional and innovative strategies to engage with Employers. To provide monthly contributions to service communications on sales and customer success stories.</li> <li>6 To work with employers to establish their training requirements by conducting Company and Training Needs Analysis and any other associated documentation.</li> </ol>			

- 7 To have a sound understanding of the funding, eligibility and entry criteria for programmes and the organisation of such programmes in the service. To liaise with relevant staff for any complex queries as needed.
- 8 To work with team colleagues to ensure that sales of apprenticeship and traineeships to employers are quickly and effectively referred to commence and follow the recruitment process.
- 9 To keep up-to-date with local labour market information and recruitment trends providing briefing papers for the manager
- 10 To develop and maintain an in house Customer Relationship Management (CRM) system. To contribute to the collecting and evaluating of sales feedback and make recommendations for improvements to ways of working to meet customer needs. To keep accurate and up to date records and logs of sales appointments, secured business and vacancies.
- 11 To ensure sales of apprenticeship and traineeship place to employers are accurately promoted including updating information on websites and other media and social media, e-displays and notices and staff and learning information points. To provide a weekly update to the Careers Guidance team.
- 12 To ensure the maintenance of safe working practices and environments for all staff and learners in accordance with the policies of Northumberland County Council and relevant legislation.
- 13 To be committed to equal opportunities and to comply with the County Council's diversity and equality policies. To be committed to safeguarding learners and follow policies, practices and procedures in relation to protecting children and adults.
- 14 To be committed to professional self-development making full use of training and development opportunities identified through appraisal. To ensure job knowledge is updated by participating in educational opportunities, reading publications, attending team meetings and participate in and maintain professional networks.
- 15 There will be a requirement for unsupervised contact with children / young people in this post whether through teaching, advice and guidance, general or technical support.

The duties and responsibilities highlighted in this Job Description are indicative and may vary over time. Post holders are expected to undertake other duties and responsibilities relevant to the nature, level and extent of the post and the grade has been established on this basis.

<b>To</b>	
Transport requirements:	Daily travel across Northumberland for sales visits
Working patterns:	Flexible working which includes evening and occasional weekend working
Working conditions:	Based at an Adult Learning site with significant working on customer premises

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<b>Essential</b>	<b>Desirable</b>	<b>Assess by</b>
<b>Knowledge and Qualifications</b>		
Level 3 or equivalent qualification in customer service, administration, sales or other relevant discipline Understanding of ESFA funding and how this applied to Apprenticeships and Traineeships including Levy grant funding	Knowledge of County Council procedures Level 3 in Advice and Guidance Health and Safety qualification at Level 2 or higher	A, I
<b>Experience</b>		
Minimum of 3 years' experience of successful working with Employers. Demonstrable evidence of sales with employers. Experience of good sales conversion. Track record of consistently achieving performance targets Experience of identifying business potential. Experience of articulating and putting together proposals for employers Competence in using Google and Microsoft Office An active desire to provide effective customer centred services, with substantial experience in a customer facing role including dealing with difficult or challenging customers.	Experience of business to business networking, public speaking and being front line at exhibitions, trade shows or similar Administration experience and use of E-Business and Educational Business Systems (EBS).	A, R, I
<b>Skills and competencies</b>		
Effective organisational skills and ability to work methodically and systematically. Accurate record keeper who completes and finishes tasks to a high standard Excellent interpersonal and communication skills Self motivated with an ability to work as a member of a team or under own initiative Highly organised with the ability to multitask Ability to think on your feet and propose creative solutions during a pressurised appointment Adopts a collaborative approach to work. Excellent and consistent high standards of professional conduct. Ability to demonstrate initiative and responsibility for taking a piece of work forward Able to work accurately to deadlines Ability to handle and secure confidential information	Experience of Undertaking Organisational and Training Needs Analysis	A, R, I, P
<b>Physical, mental and emotional demands</b>		
Able to cope with the mental and emotional demands of working to targets Able to cope with peak periods of working	Helps to create and encourages a positive work culture.	I
<b>Other</b>		
Committed to equal opportunities Committed to health and safety		I

Able to independently meet the travel requirements of the post		
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Key to assessment methods; (a) application form, (i) interview, (r) references, (t) ability tests (q) personality questionnaire (g) assessed group work, (p) presentation, (o) others e.g. case studies/visits