

Job Description

Job Title:	Business Development Advisor
Reports to:	Business Development Lead
Hours	18.5 per week, Full year
Salary	SUP D £19,258 to £21,001 pro rata
Annual Leave Entitlement	22 days rising to 27 over 5 years plus bank holidays (pro rata)

Main purpose and scope of the post:

To support the Business Development team's sales targets in respect of all lines of business by adopting a range of communication methods including, but not exclusively, website or telephone enquiries, online networking and marketing activities.

To provide a day to day business and/or employer liaison service

To provide full, day to day support for Business Development Lead

To be the client's first point of contact via inbound calls

To work with the Business Development Lead to identify new income generation opportunities.

To develop, promote, generate income and sell a range of quality learning, development and other employer-related services including Apprenticeships, Professional (full and part-time) courses and funded distance learning courses

To support a responsive and effective service to the college's external customers in relation to the lettings of its premises across all sites to ensure the required annual income target is met.

To meet set annual sales income targets both funded and commercial.

To undertake other duties commensurate with the post of Business Development Advisor.

To work with the Business Development Lead to identify new income generation opportunities.

To work as a key account holder with employers to support the Business Development Leads

To manage and develop a portfolio of SME clients

To comply with College policies and procedures at all times.

To articulate, promote and represent the ethos and values of the College and ensure they underpin decisions at all times

To be an excellent ambassador for the College with the capacity to enhance opportunities for partnership work and meeting the skills needs of the Greater Brighton region

To provide a 360 degree service for Employers wishing to engage with the College ensuring Service Standards are met.

To liaise with the Apprenticeship team on providing a recruitment / vacancy matching service to achieve targeted growth in apprenticeship enrolments

To maximise the College's employer-facing activities and enhance the reputation of the College in the local business community by representing the College at external events.

To build relationships with employers and stakeholders and raise the profile of the College with employers and encourage their involvement in a range of College activities, thereby ensuring that the College provision meets business needs.

To identify and contribute to the development of new and sustainable employer-based offers and to help influence the future business development strategy for the College.

Responsibilities:

To support the Business Development team's campaigns including destination, employer satisfaction, Apprenticeship and Traineeship promotions, sales for funded and commercial courses, promotion of commercial services and events, job outcome progressions and student progression opportunities.

To work closely with the Business Development Leads to continuously develop and build relationships with new and existing clients, employers and key stakeholders within the Greater Brighton region ensuring a continuous supply of new opportunities in line with employers' expectations and the regions strategic economic priorities.

As the key point of contact for all external lettings enquiries, to provide a timely and responsive customer service to all current and prospective customers.

To ensure all letting booking arrangements are in place in accordance with paid requirements, timely invoices raised followed through with customer satisfaction reviews to ensure repeat business can be secured.

To assist with the coordination, planning and delivery of business corporate events as required.

To ensure marketing arrangements for commercial services is current and included in all promotion mediums.

To attend regular meetings in line with responsibilities which may be held on any of the college's sites or external venues.

To use a range of communication tools to contact target audiences including telephone, email and social media.

To contact individuals who have made an enquiry about GBMET's courses and/or provision which were not converted to enrolment status within the last 12 months, with a view to promoting current learning and development opportunities.

Book appointments for Business Development Leads

To provide general administration and customer service support to all aspects of the college's business and the students and customers it serves.

To provide support to Curriculum Areas by sourcing, securing and matching Apprenticeship to achieve targets for Apprenticeships.

To be proactive in generating new business leads, responding to enquiries and managing relationships with existing employers.

To achieve set targets for employer provision including sourcing and matching for Apprenticeships, income generation and other employer related provision.

To be the initial point of contact with the employer responsible for providing advice and guidance and assisting the Apprenticeship team matching suitable candidates to existing vacancies.

To record all activities on the college's CRM database; including keeping all records and notes up to date and uploading customer-related emails

To accurately maintain and update data entry to certain portals used by the college to facilitate outstanding Apprenticeship provision and enrolments such as APTM

To maintain Continuing Professional Development

To undertake regular product training to ensure knowledge is up to date at all times in order to provide an effective and efficient sales performance and advisory service and to be able to respond to enquiries relating to developments in the sector.

To ensure high-quality customer service and strive towards continuous improvement in service standards.

To develop relationships with local and regional business support agencies to promote GBMET's offer to employers.

To be an ambassador for the GBMET's commercial business opportunities both within the college and externally.

To ensure the development of equality of opportunity throughout all aspects of service delivery, and to comply with equality of opportunity within the team and in interactions with other college areas and external partnerships.

Miscellaneous:

- Complying with College wide policies and procedures.
- Undertaking any other duties as may be reasonably required by the College's Senior Leadership Team

NOTES:

Safeguarding Children and Vulnerable Adults

The College has a statutory and moral duty to ensure that it operates with a view to safeguarding and promoting the welfare of children and young people studying at the College. The post holder will be required to commit to the College child protection policy and promote a safe environment for children and young people learning within the. All posts are subject to enhanced Disclosure Barring Services check, however, having a criminal record will not necessarily bar you from working with us, this will depend on the nature of the position and the circumstances and background of your offences.

Equal Opportunities and Diversity

All employees of the College are required to promote equality and diversity in all aspects of the job. Specifically, the job holder will be required to support the College to meet the General Equality Duty under the Equality Act 2010 to:

- Eliminate unlawful discrimination, harassment and victimisation and other conduct prohibited by the Act.
- Advance equality of opportunity between people who share a protected characteristic and those who do not.
- Foster good relations between people who share a protected characteristic and those who do not.

The protected characteristics are: Age, Disability, Gender Reassignment, Marriage/Civil Partnership, Pregnancy/Maternity Leave, Race, Religion or Belief, Sex, Sexual Orientation.

Health and Safety

It is the responsibility of all employees to co-operate with the College management in meeting the objectives of providing a healthy and safe place of work. Therefore, all staff must carry out their work with reasonable care for the health and safety of themselves and other people. Accidents or near misses must be reported and safe working procedures must always be followed.

1. Duties will inevitably develop and change as the work of the College changes to meet the needs of our service. Employees should therefore expect periodic variations to job descriptions, the College reserves this right. This job description will be supplemented on a regular basis by individual objectives derived from College strategies.
2. Where an applicant or existing employee is, or becomes, disabled (as defined by the Equality Act 2010) and informs the College fully of their requirements, reasonable adjustments will be made to the job description wherever possible.

Person Specification

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The following is a list of the experience, knowledge/skills and qualities which the college requires in the post of Business Development Advisor. This list is not exhaustive. It is a requirement of all our staff that they share and actively engage with the vision that the college will be exceptional.

Experience

Essential:

- Significant previous customer service experience preferably within a sales (team) and/or business development environment
- Experience of communicating and presenting to corporate decision makers
- Ability to build strong and lasting business relationships
- Adaptable, team player, works well under pressure
- Excellent planning, organisation and prioritising skills
- High accuracy and attention to detail

Desirable:

- Supervising of others
- Ability to deliver course advice and guidance and/or willingness to enrol on course to achieve qualification on subject
- Experience of commercial lettings/rentals
- A good understanding of the college's FE offers
- Sound understanding of Apprenticeships, compliance and ESFA funding

Qualifications

Essential:

- Good level of education to at least level 2 (5 GCSEs) or level 3 (A-levels)

Desirable:

- Knowledge of the education and/or the personnel/recruitment sector

Knowledge/understanding/skills/abilities

- Ability to confidentially work on own initiative
- Excellent IT skills with the ability to interrogate and update CRM databases
- Excellent communication and telephone skills
- Good organisational and time management skills

Qualities

- Effective interpersonal skills and the ability to work and relate well to a wide range of customers both internal and external, to prioritise work and be able to work under pressure
- Integrity and discretion when handling confidential information
- A commercial frame of mind
- Have a flexible approach to working hours
- Demonstrable experience of commitment to child protection, safeguarding and the promotion of a safe environment for children and young people to learn in
- Demonstrable commitment to the college's support and promotion of equality and diversity in all aspects of working life
- To aspire to the college's Mission and Values

