

Organisation:	Luminate Education Group
Primary Organisation Supported <i>(only use this field for LEG service member of staff)</i>	Luminate Education Group
Core Job Role:	Business Development Advisor
Job Title:	Business Development Advisor
Reports to:	Business Development Team Leader
Grade	D
Date of compilation:	January 2024

ROLE SUMMARY:

As a Business Development Advisor, you will be responsible for providing an end to end service for existing and new employer partners. The Business Development Advisor will forge strong relationships with employers via personalised account management maximising opportunities and income streams.

As a Business Development Advisor, you will identify and engage further customers, who have the potential to become key accounts, ensuring that all negotiated sales targets are achieved, maximise levels of repeat business, identify new opportunities for sales and business development and work effectively as part of the overall Business Development team.

SPECIFIC ROLE RESPONSIBILITIES:

1. To meet recruitment/sales targets and expand business in response to strategic priorities
2. To liaise with delivery staff to ensure a highly successful employer experience, maintaining latest industry knowledge within own areas
3. Managing allocated accounts creating a calendar of touch points and account visits
4. Strong time management and organisation skills to ensure multiple priorities are being worked towards and KPI's are met
5. To account manage and undertake training needs analysis and solution implementation with employers to ensure customer satisfaction.

6. Uses employer links to generate work experience pipeline for work experience co-coordinators to convert.
7. To be responsible for undertaking sales, business development and marketing activities, including employer visits.
8. Maintain the CRM with accurate data and all relevant employer records whilst providing reports on progress where requested.
9. Maintains the confidentiality of all company and personal data in line with GDPR Regulations and policy.
10. To proactively engage, present to and collaborate with a range of partners, forums and networking groups (JobCentrePlus, Chamber of Commerce, Visitor Economy Forum, etc.)
11. Identify, interpret and utilise labour market information and data that supports sales lead, curriculum programme development and income generating opportunities.
12. Create and maintain accurate prospecting and client records utilising College systems (e.g. Trackers, CRM, etc), updating lead generation, sales visits, proposals and agreements, conversations, communications and other activities within required timescales.
13. Monitor activities/performance (e.g. outputs, budgets, recruitment, employer engagement) and prepare, analyse and report on current and projected positions relating to market share, lead generation, sales volumes, proposals, agreements and other employer engagement and College-related activities.

CORE RESPONSIBILITIES:

1. Represent the College / Business Development Directorate at internal and external events as required
2. Manage the sales process from lead generation to the completion of a comprehensive organisational needs analysis, to presentation of the proposal and contract negotiation, in order to achieve targets as a minimum.
3. Advise employers on apprenticeship standards, commercial charges, grants and H & S requirements.
4. Inform and advise employers on apprenticeship reform; levy payments and usage and employer contribution requirements.

5. Support employers in using the digital Apprenticeship Service.
6. Develop and create job descriptions for apprenticeship vacancies, in conjunction with the employer and upload as required to the Apprenticeship Service, or other system as directed.
7. Liaise with employers to ensure that they get the right candidate for the role and keep in touch over the lifetime of the apprenticeship in order to build long lasting relationships and to maximise employer engagement opportunities.
8. Update and maintain the CRM system and ensure sales processes are followed, as directed by the Business Development Manager.
9. Work closely with the department and particularly the assessors to ensure high levels of employer satisfaction and complete surveys with employers, as and when required.
10. Work closely with the curriculum areas to, horizon scan, plan employer engagement, report on activity etc.
11. Fully engage with your training and development programme delivered through the Business Development Management Team.
12. Attend any suitable employer networking events to help establish employer relationships for potential future businesses.
13. Keep up to date with all government policy on apprenticeships.
14. Reporting of KPIs to the Head of Department on a weekly basis
15. Work closely with the team in order to share information and best practice

GENERAL LUMINATE EDUCATION GROUP RESPONSIBILITIES FOR ALL STAFF:

- Maintain and update knowledge of the subject/professional area and co-operate in any staff development activities required to effectively carry out the duties of the post.
- Comply with safeguarding procedures, including the promotion of the welfare of children and vulnerable adults.
- Comply with all relevant policies and procedures.
- Act with honesty and integrity to maintain high standards of ethics and professional standards.
- Use and promote restorative practice approaches.
- Comply with all legislative and regulatory requirements.
- Promote a positive image of the Luminate Education Group and member organisations.

- Any other duties commensurate with the level of the post, which may be required from time to time.
- Embody our Organisational Culture:

Few rules & clear boundaries

The ability to be creative, within areas of focus.

Energy & enjoyment

Fostering an environment that enables our people and learners to be brave, interact and have fun.

Passion & ambition

Encouraging all to think aspirationally, inspiring others to do the same.

Ownership & performance

Using our robust business planning model to allow areas to have clear ownership over their vision and remit.

Creative & reflective

Always hungry to learn and looking ahead to see what is on the horizon.

Collaborative & responsive

Proactively seeking opportunities to create synergies and positive outcomes for all.

Person Specification

Job Title:	Business Development Advisor
Department	Apprenticeship Department

The specific qualifications, experience, skills and values that are required for the role are outlined below. You should demonstrate your ability to meet these requirements by providing clear and concise examples on the application form. Each criteria is marked with whether it an essential or desirable requirement and at which point in the recruitment process it will be assessed.

Methods of Assessment:

A = Application Form, I = Interview, T = Test or Assessment, P = Presentation, C= Certificate, MT = Micro Teach

Qualifications and Attainments		
Essential (E) Desirable (D)	Criteria	Method of assessment
E	Q1. Hold at least a Level 3 qualification or relevant sales experience in business to business	A / C
E	Q2. English and Mathematics at Level 2 or above	A / C
D	Health and safety certificate or wiliness to complete in a given timescale	A / C
Experience and Knowledge		
Essential (E) Desirable (D)	Criteria	Method of assessment
E	EK1. Demonstrable evidence of employer engagement activity within a further education, recruitment or sales setting	A / I / P
E	EK2. Experience of recruiting candidates to meet the needs of employers	A / I / P

E	EK3. Experience in completing organisational training needs analysis to identify 'business needs' to be able to promote and cross-sell a range of products and services.	A / I / P
E	EK4. Knowledge of labour market at local and regional levels with an understanding of large organisations in the locality.	A / I
E	EK5. Ability to achieve/exceed individual sales targets.	A / I
E	EK6. Knowledge and understanding of Apprenticeships including higher apprenticeships, funding guidelines, employer levy, and Apprenticeship Training Agencies.	A / I
E	EK7. Knowledge of preparing and composing detailed Job Descriptions on behalf of employers.	A / I / P
E	EK8. Demonstrable evidence in developing employer leads which will result in a business sale	A / I
Skills and Competencies		
Essential (E) Desirable (D)	Criteria	Method of assessment
E	SC1. Demonstrate excellent communication skills – both written and verbal.	A / I
E	SC2. Have excellent presentation skills and the confidence to deliver complex information.	A / I
E	SC3. Have excellent negotiation and influencing skills to secure sales/business contracts.	A / I
E	SC4. Work in a busy environment and be able to work under pressure in order to meet challenging targets.	A / I
E	SC5. Be organised with excellent time management skills	A / I
E	SC6. Access to a car and a full driving licence is essential as you will be required to travel around as part of the role.	A / I

D	SC7. You will be a hands-on team player, enthusiastic, motivated, with a can-do attitude and the ability to multi-task effectively.	A / I
D	SC8. Demonstrate a passion for supporting young people into apprenticeships and meeting business needs.	A / I
D	SC9. Ability to work effectively with computer programmes such as Word, Excel, and PowerPoint, Google platforms.	A / I
Behavioural, Values and Ethos		
Essential (E) Desirable (D)	Criteria	Method of assessment
E	B1. Support and promotion of equality, diversity and inclusion	A/I
E	B2. Promotion of a safe environment for children, young people and vulnerable adults to learn in	I
E	B3. Commitment to the PREVENT agenda	I
E	B4. Commitment to professional standards	I
E	B5. Commitment to restorative practice approaches	I