

Group Member:		Luminate Group Services	
Job Title:		Business Development Manager	
Reports to:		Group Head of Business Development	
Job Grade	LEG F	Department	Apprenticeships

SPECIFIC ROLE RESPONSIBILITIES:

1. The post holder will be responsible for the delivery of the group's employer and stakeholder engagement activity, driving collaboration resulting in apprenticeship growth.
2. This post holder will build new relationships with employer partners through a range of new business lead generation activities on a regional basis, developing large scale relationships with levy employers and SME's alike.
3. The post holder will represent the group at external events and meetings used to network and develop new relationships and partnerships.
4. The post holder will manage a team of Employer Support and Recruitment Co-Ordinators and apprentices who will provide additional support to employers and applicants looking to engage with Luminate Education Group.
5. The post holder will be responsible for a proportion of income generation via a range of funding streams including, but not limited to, apprenticeships, adult skills funding and commercial income streams.

CORE RESPONSIBILITIES:

1. As Business Development Manager you will be responsible for growth and increased market share or employer partners and apprenticeship targets on a regional basis.
2. You will focus on developing existing relationships and generating new business resulting in apprenticeship starts, curriculum development, co-design and co-delivery.
3. The post holder will effectively manage a team of Employer Support and Recruitment Co-Ordinators and apprentices who will be responsible for the account management of existing employer partnerships and apprenticeship vacancies.
4. As a Business Development Manager you will work collaboratively and effectively with relevant internal and external stakeholders to ensure employer needs are met, taking into consideration industry standards and expectations.
5. You will have a robust knowledge and understanding of the colleges offering, including Apprenticeships, T Levels, Commercial Training and Work Placements.

6. You will prepare and present proposals to employers agreeing and costs associated with the solutions the college is able to provide, you will be a skilled negotiator with a proven track record within a sales/business development environment.
7. You will work closely with your Business Development Officers ensuring the employers requests are understood and appropriate candidates are sourced for their apprenticeship vacancies.
8. You will ensure your team's funding knowledge is up to date, resulting in accurate advice, guidance and support is provided to our employer partners.
9. You will ensure that robust Career, Information, Advice and Guidance is provided by your team to prospective applicants looking to become an apprentice.
10. You will work with the marketing team to develop and implement marketing campaigns to generate leads, such as digital advertising, social media, email campaigns etc.

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 the Group's Values:

Kindness

Creating communities where people can be authentic and true to themselves with support, trust and guidance from those around them

Ownership

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

Enjoyment

Fostering environments that enable staff and students to be brave, interact and have fun

Collaborative

Proactively seeking opportunities to create synergies and positive outcomes for all

Passion

Encouraging all to have aspiration and passion in everything they do.

Creative

Always hungry to learn and looking ahead so we can be responsive

Person Specification

Job Title:	Business Development Manager
Department	Apprenticeships

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. Qualification in leadership and management at Level 3 or above.	A / C
E	Q2. English and Maths at Level 2 or above and a willingness to improve in one or both disciplines to level 3 or above.	A / C
D	Q3. A Level 3 or above qualification within Information, Advice and Guidance.	A / C

Experience and Knowledge		
Essential (E) Desirable (D)	Criteria	Method of assessment
E	EK1. Experience of managing a high performing Employer Engagement or Business Development Team	A / I / P
E	EK2. Experience of working within Further Education, specifically in the Apprenticeship Arena.	A / I / P

E	EK3. Experience of managing teams with targets associated with income, and effectively managing performance against those targets.	A / I / P
E	EK4. A very good understanding of the mechanics of Apprenticeship provision, including funding, curriculum design and delivery.	A / I / P
E	EK5. Experience of building professional relationships, partnerships and networks of external and internal stakeholders.	A / I / P
D	EK6. Experience of developing bespoke training solutions.	A / I / P
D	EK7. A strong understanding of Adult Skills Funding.	A / I / P
D	EK8. Experience of mobilising a newly formed sales team, creating a high performing culture from the ground upwards.	A / I / T / P / C / MT

Skills and Competencies		
Essential (E) Desirable (D)	Criteria	Method of assessment
E	SC1. Excellent written and verbal communication skills, including the ability to present information clearly and persuasively.	A / I / P
E	SC2. Ability to build and maintain strong relationships with internal and external stakeholders.	A / I / P
E	SC3. Proven ability to identify and pursue new business opportunities, generate leads, and close deals.	A / I / P
E	SC4. Ability to identify and resolve problems creatively and efficiently.	A / I / P
D	SC5. Understanding of financial principles and the ability to analyze financial data.	A / I / P
E	SC6. The ability to persevere in the face of challenges.	A / I / P
E	SC7. An inspirational leader, with the skills to motivate and inspire.	A / I / P

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