 **Job Description**

**Job Title:** Business Engagement Advisor

**Responsible to:** Business Development Manager

**Job Purpose:** To develop new and existing relationships with local and regional employers to identify their workforce development requirements and provide training solutions to meet their needs.

**Principal Responsibilities**

1. To promote all employer related services to employers within an identified territory and sector via a range of innovative sales techniques (not limited to) cold-calling, personal visits, following up sales generated leads and working with existing employer links;
2. To develop a rapport with new locally and regionally based employers and provide high-levels of support that will continually improve the relationship;
3. To operate as a first point of contact for existing employers providing at all times an excellent responsive service;
4. To identify the workforce development needs of businesses and provide training solutions which support maximum business impact;
5. To identify and develop opportunities for employers and students by acting as a conduit between the college and external clients including third sector, voluntary organisations and community groups;
6. To undertake a consultative sales approach to identify active and latent training requirements with employers;
7. To analyse sales trends to understand customer performance and construct and present proposals for employers based on demonstrating value solutions;
8. To follow through on customer engagements, from initial engagement through to closing and account management activity;
9. To effectively contribute to key account management arrangements;
10. To maintain a high standard of market intelligence and product knowledge in the respective sectors and effectively contribute to the employer marketing strategy;
11. To develop relationships with the Heads of School/Functional Managers to ensure delivery is fully matched to the expectation of the employer;
12. To represent and promote the College at exhibitions, networking and external events;
13. To conduct customer satisfaction evaluations with all employers; ensuring that the College is recognised as the training provider of choice;
14. To achieve key performance indicators and activity targets per month;
15. To report engagement and activity performance outputs to the Business Development Manager on a monthly basis;
16. To maintain accurate customer records on CRM and ensure all relevant employer information is directed to the relevant delivery teams;

**College Responsibilities**

1. To actively promote the Diversity agenda within the College;
2. To promote and ensure safe working practices in line with Health and Safety requirements;
3. To take an active part in all College quality systems;
4. To contribute to and represent the overall visions and values of the College;
5. To comply with all College Information Security (IS) policies and procedures, attend relevant awareness training and to apply information security principles when dealing with staff and student information, in line with ISO standard 27001;
6. To comply with the General Data Protection Regulation (GDPR), Data Protection Act 2018 and any relevant statutory requirements when processing staff and student personal data or work related data, and in accordance with any guidance or Code of Practice issued by the College;
7. To adhere to all College policies and procedures;
8. To undertake professional development as required; and
9. To undertake other appropriate duties as required by the line manager.

It should be noted that this job description merely provides a resume of the main duties and responsibilities of the post and will be subject to periodic review in conjunction with your Line Manager and the Human Resources Director which may lead to revisions in light of the operational requirements of the College.