

JOB DESCRIPTION

Job Title: Regional Engagement Manager	Job Reference Code: STJDA5
Department: Engagement & Recruitment	Reports to: Commercial Director
Location: Office based with Travel	Job Type: Full Time, Permanent

Overall Purpose of the Job:

To help Steadfast Training to identify, exploit and create new business opportunities; to proactively contribute to the growth of the organisation's Levy and non-Levy Apprenticeship business in line with its corporate aims and values; to ensure high quality and timely performance of Steadfast Training's Adult Education Budget and to maximize performance on other skills and employability contracts.

Key Accountabilities:

- Promoting the Company's' services and products to potential customers in existing and new sectors and helping to achieve corporate sales targets;
- Creating sales leads into new and potential business customers, gaining appointments with decision makers to discuss their training and recruitment needs and to secure new employer accounts;
- Supporting the Commercial Director in developing and managing a team of telephone and field-based professionals to significantly increase the Company's engagement activity with levy paying and non-levy paying businesses;
- Liaising with referral agencies and local stakeholders for Adult Learning (including JCP, VCSE organisations, DWP Primes) and supporting the Commercial Director in developing Sector Based Work Academies with existing and new partners organisations;
- Supporting the Commercial Director in growing the employment recruitment service, helping businesses to meet their workforce requirements and enabling unemployed individuals and those on vocational and employability training courses to find permanent work;
- Managing the Vacancy Matching process for Apprenticeships and other employment opportunities and supporting the recruitment process in the field;
- Capturing intelligence on markets, policies and social and economic trends, which have

an impact on our business and customers;

- Supporting the Company's Senior Management Team in strengthening internal mechanisms and operational systems that support the management of Steadfast Training's various programme activities;
- Pro-actively creating new and maintaining existing partner relationships with private businesses, funding bodies and other stakeholders.

Main Duties and Responsibilities:

- Actively market Steadfast Training Ltd to new and existing customers/industries to generate new starts/sign-ups for Apprenticeships and any other training or employment opportunities;
 - Work collaboratively to support the development of new contract opportunities and successfully market new programs, including Sector Based Work Academies, and the company as a whole;
 - Relationship management and development of effective partnerships with other public, private and third sector partners, associates and networks;
 - Pro-active management of the Vacancy Matching process/system to generate new leads for Apprenticeships and other training opportunities and allocate learners to opportunities;
 - Attend workshops, trade shows, and seminars to keep up-to-date on changes in the industry and other aspects relevant to Steadfast's business;
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- Identify and source employment opportunities for employability and referred clients, across the Company's operating geographical area - understand what employers are looking for!
 - Create and maintain up-to-date sales data and produce reports for the Commercial Director
 - Participate in annual employee appraisal and objective setting activity, and meet with the Commercial Director to review personal progress on a quarterly basis.
 - Attend staff training as required to maintain personal competency and keep up-to-date with current practice;
 - Uphold all policies and procedures of Steadfast Training Ltd;
 - Promote a positive image of the Company and all of the services it delivers.

Key Relationships:

Internally, with Commercial Director, Operation Director, Operation Manager, Training Advisors, Financial & H.R. Controller. Also with Chief Executive Officer, Contracts and Compliance Manager, Assessors, Tutors and IAG Officer.

Externally, with employers, referral organisations (incl. DWP), FE and other learning providers and individual candidates.

Qualifications/ Knowledge, Skills/ Abilities and Experience required to carry out the Role:

Qualifications/ Knowledge

Educated post 18 preferably, with qualifications in business studies/sales advantageous. Significant relevant experience considered equally valuable.

The successful applicant should be seasoned in the Apprenticeship and Skills sector and currently have access to Levy and non-levy paying employers.

Skills/ Abilities

Commercial awareness and experience of working within a Business to Business field sales role within the workforce development/Apprenticeship sector.

Proven experience of negotiating and winning new business.

Pro-active approach. Results driven. High levels of personal motivation, energy and determination.

Excellent verbal and written communication and presentation skills.

Strong sales, marketing and networking skills – able to influence and persuade.

Good Telephone skills. Ability to build strong relationships remotely.

Time management and organisational skills

Strong personal organisation, but also willing to be flexible and adapt to changing demands.

A good Leader with personal integrity who can manage and lead a team.

Experience

Minimum 3 years' management experience in Further Education, Welfare to Work, the work-based learning sector or recruitment and/or sales.

Significant relevant commercial sales or personnel experience beneficial and preferable.

The job holder will require an Enhanced Disclosure from the DBS (formerly known as CRB check).

Version : 2

Updated: 1st February 2018