

JOB DESCRIPTION

Job Title: Employer Engagement Executive	Job Reference Code: STJDC4
Department: Engagement & Recruitment	Reports to: Commercial Director
Location: Office based	Job Type: Full Time, Permanent

Overall Purpose of the Job:

To support Steadfast Training in growing the company's Apprenticeship and wider Workforce Development portfolio by:

- Selling and promoting the Company's' services and products to levy paying and non-levy paying businesses in existing and new sectors over the telephone.
- Creating sales leads into businesses, gaining appointments with decision makers to discuss their training and recruitment needs and to secure new employer accounts;
- Supporting all other areas of the Company's' business, including recruitment and employability contracts through pro-active sales and engagement activities.

Main Duties and Responsibilities:

- Promoting the Company's' services and products to potential customers in existing and new sectors, meeting own targets and helping to achieve corporate sales forecasts;
- Pro-actively marketing the Company over the telephone to new and existing customers/industries to generate new starts/sign-ups for Apprenticeships and other training or recruitment opportunities
- Working to monthly targets for new leads for Apprenticeships and other training opportunities;
- Working with management to meet the business target growth plan for the area and overall;
- Maintaining accurate data sets by effectively using the Company's CRM system;
- Reporting sales data and forecasts on a regular basis and meet month end sales deadlines.
- 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 recruitment service, helping businesses to meet their workforce requirements and enabling unemployed individuals to find permanent work;
- Capturing intelligence on markets, policies and social and economic trends and recording it on the Company's CRM system;
- At all times, pro-actively creating new and maintaining existing partner relationships with private businesses, funding bodies and other stakeholders;
- 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, Regional Engagement Manager, Operation Manager and Training Advisors. Also with 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 have experience of commercial sales. Some knowledge of the education and skills sector would be advantageous.

Skills/ Abilities

Commercial awareness and experience of working within a Business to Business sales role, ideally within the skills and 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.

Personal integrity and a proven team player.

Experience

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 : 1

Updated: 1st February 2018