

Job title	Business Development Manager
Contract	Permanent
Salary	Up to £40,000 pa
Location	Purfleet, Essex
Responsible to	Director of Curriculum and Quality
Direct reports	Employer Industry Liaison
Works with	Pastoral & Welfare Lead, Training Co-ordinator and Marketing Executive
Date	July 18

National College for Creative Industries/The Backstage Centre

The National College Creative Industries was incorporated in September 2016 to develop industry lead high level technical skills within the Creative and Cultural Sector. The Backstage Centre is a commercial trading subsidiary of the National College which hosts leading technical facilities located at High House Production Park in Purfleet, Essex, where the National College for Creative Industries are located.

Role Overview

Responsible for the Business to Business relationships with the College and local, regional and national employers, generating revenue from FE/HE courses, apprenticeships and corporate relationships.

The role will involve the following:

Key responsibilities

- Leadership
- Innovation and continuous improvement
- Performance Management
- Results focused
- Learner focused
- Commercial Awareness
- Team working
- Communication
- General

Leadership

- Generate new business through initiatives and proactive marketing and develop new streams of business from existing accounts
- Ability to recognise potential leads and convert to sales
- Manage and co-ordinate the workflow of the Employer Liaison Officer

Innovation and continuous improvement

- To advise the business on new areas of development and design of course material
- Prepare content and produce marketing literature for marketing materials and website; liaise with the Marketing Team regarding the design and printing of marketing materials
- Attend marketing and careers events
- To work responsively with Director of Curriculum and Quality and Industry Practitioners in the development of innovative approaches to increase employer apprenticeship recruitment

Performance Management

- Develop and maintain robust reporting protocols to analyse profitability on all courses, regular statistical information and reports, annual self- assessment report and commercial reviews
- Ensure quality of recruitment and liaise and develop dialogue with Industry Practitioners to fully understand the range of products
- Conduct Performance Development Reviews for line reports on a quarterly basis and monthly 1-2-1 including target setting

Results focused

- Working with the Director of Curriculum and Quality; prepare robust budgets and forecasts for both FE/HE and Apprenticeship sales
- Achieve and maintain turnover and profitability targets for all courses, and employer apprenticeship recruitment targets
- Act as the main administrator for the customer database, train new users and liaise with system provider to ensure the system is working effectively and meeting NCCI needs
- Collate and analyse employer feedback ensuring dissemination of good practice

Learner focused

- Provide the Director of Curriculum and Quality with apprenticeship start information to enable swift and quality driven inductions and allocations to Industry Practitioners
- Manage the learner database
- Maintain 'Recruit an Apprentice' adverts including sifting of applicants

Commercial Awareness

- Undertake direct promotional activities to employers through all communication routes including visits, cold calling and telesales to include cross promotion of all college offers

- Prepare and present proposals to employers to include training, apprenticeships and corporate relationships with the college
- Develop and maintain a full understanding of competitors and market share
- Present a friendly and efficient service that demonstrates a high level of commitment to customer service; acting as a point of contact, dealing with enquiries and responding to requests for information
- Manage the Employer Database
- Maintain a relationship throughout the training with the employer as a “key contact” to meet customer service levels
- Report on employers’ needs identified but not yet addressed by the college to support development of demand-led programmes

Team Working

- Liaise effectively with Industry Practitioners in the handover of employer enquiries regarding apprenticeships, ensuring good business relationships with employers
- Liaise effectively with Pastoral & Welfare Lead for areas of learner support
- Liaise effectively with the Marketing team to provide information relevant to projects and campaigns
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Communications

- Be able to communicate at all levels within the College, demonstrating good influencing and engagement skills
- Be able to communicate effectively with employers, learners and parents ensuring a positive representation of the college

General

- Comply with all college policies and procedures, and undertake appropriate training and staff development as required
- Support the College policy on risk management (being aware of the College Risk Register) and engage with management to embed core values and awareness within the working environment and with all members of staff
- Carry out any other duties which could reasonably fall within the scope and responsibility of the post
- Able to travel within the UK, and to work occasional unsocial hours.
- Maintain industry CPD to ensure skills and experience remain current
- Contribute to the cost-effective running of the company

This job profile provides a general description and is not intended to be comprehensive. It may be altered from time to time as required for business reasons, to meet the changing needs of the National College Creative Industries.

PERSON SPECIFICATION – Business Development Manager

	Essential	Desirable	Source of Evidence A/I/R/T
EXPERIENCE			
Proven track record of increasing/growing apprenticeship starts including lead generation	√		A/I
Proven track record of recruiting learners for FE Provision		√	A/I
Industry experience of minimum of 2 years	√		A/I
Experience in Schools or Colleges or training provider settings		√	A/I
QUALIFICATIONS			
Degree or relevant professional qualification	√		A
Administration/IT qualification	√		A/T
Literacy and Numeracy Level 2	√		A/T
KNOWLEDGE, SKILLS AND ABILITIES			
Administrative and organisation skills	√		A/I/T
Good time management	√		A/I/T
Good interpersonal skills	√		I
High achieving and continuously developing ways of improving service	√		A/I
To support the promotion of the National College, providing advice and guidance to the employers and increasing apprenticeship intake and employer involvement.	√		I
Ensure employers comply with necessary Health & Safety legislations in respect to employing apprentices and offer support to employers	√		A/I/R
Ability to identify, design and implement training needs ensuring that our training is relevant and high quality.	√		I/R
Supporting the development of our online learning environment and practical training delivery for industry specialism, ensuring content is high quality and relates to current industry practice.	√		R/I/A
Commitment to integrity at all times	√		I
Ability to work efficiently	√		T
Ability to work on own initiative and pro-active	√		I
Ability to communicate effectively, written and spoken at various levels to different audiences	√		I/T

Professional and approachable	√		I
Ability to promote the National College, providing advice and guidance to employers and increasing the intake of apprentices.	√		I/A
OTHER REQUIREMENTS			
Awareness and strong commitment to equal opportunities and the promotion of diversity.	√		I
Ability to work to quality standards.	√		I/R
Have a current and clear DBS Check which provides evidence of suitability to work with children and vulnerable adults	√		I/R
Ability to travel and work flexibly (including evenings/weekends) by visiting and supporting apprentices in the workplace.	√		I

Assessment Criteria: A = Application, I = Interview, T = Test, R = References