



## **JOB DESCRIPTION**

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### **Role Description**

Post:	Employer Engagement Advisor
Department:	Apprenticeships
Location:	Based at Cheadle College Campus, you will be required to work across both campuses. Flexibility is required as there will be occasions when evenings and/or weekend working will be required.
Line Manager:	Apprenticeship Manager
Hours of Work:	37 per week

### **Purpose and Objective of the Role:**

1. To develop and maintain links and relationships with employers across a range of sectors to establish Cheadle & Marple College as their preferred supplier of Apprenticeships and support the quality performance indicators.
  2. Grow and maintain apprenticeship provision, both Frameworks and Standards, seeking out new employers, and providing front line strategic intelligence that influences the college offer and supports local and national priorities.
  3. Deliver individual targets and contribute to team targets. To be engaged in all aspects of the strategic sales process with employers and with strategic partners and other stakeholders in the promotion of the employer engagement strategy.
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### **Specific Duties of the Role**

- Develop and secure new business with employers by undertaking a consultative and strategic sales approach.
- Remain knowledgeable about the evolving Apprenticeship Reforms in order to advise both Levy and non-Levy employers of the benefits to their business of Apprenticeship and commercial training opportunities.
- Facilitate positive negotiation and contractual arrangements that support deliverable outcomes for the College, Employer and Apprentices
- Develop and offer training needs analysis for existing and new employers
- Provide ongoing support, review and evaluation for companies to identify individual employee progress on training
- Meet individual targets and key performance indicators

- Meet sales team employer-engagement objectives
- Maintain, develop and manage existing partner relationships, utilising proactive account management strategies and promoting the college services.
- Identify Levy companies through labour market research local employer networks to promote the benefits of Apprenticeships.
- Through employer discussion, develop training proposals that supports employer needs, and develops new opportunities for the college.
- Generate new ideas and contribute to the delivery of cohesive plans to ensure continuous improvement of the service, and oversee the maintenance and development of the college customer relationship management database. (CRM)
- Organise and attend internal and external promotional events, conventions, roadshows, exhibitions, school/college liaison activities and network with key local business partners and partnership forums to promote Apprenticeships.
- Collaborate with business development and curriculum teams across the College, in order to stimulate contributions, improve business reach-out and maximise cross-selling of the College's full range of services to business.
- Undertake Health & Safety checks for the premises of employers, working with Cheadle & Marple College guidance and supervisory training of the College's Health & Safety team.
- Ensure quality standards are met by monitoring activities, outcomes and reviewing service delivery with companies.
- Carry out other such duties as may be determined by the Line Manager within the general scope of the post
- To promote and safeguard the welfare of any students with whom you come into contact
- To be aware of your college entitlement to professional development
- To be aware of equal opportunities and to demonstrate these principles in all aspects of your work
- To understand the College's Health and Safety Policy and to work within its guidelines

