

Person Specification: Employer Engagement Advisor

Criteria	Essential	Desirable	How Identified
Knowledge/Experience	<ul style="list-style-type: none"> • Recent successful business development and experience of working with the business community • Recent experience of working with Levy companies • Experience of developing promotional/publicity activities e.g. marketing materials, workshops, conferences • A successful track record of strategic sales activities, including account management, price and contract negotiation • A successful track record of achieving income targets and delivering business support services to meet targets, deadlines and quality standards. • Experience of working in an education environment, preferably in the recruitment of Apprenticeships • Experience of carrying out Organisational Training Needs Analysis, business planning and developing training proposals is essential • Experience of using IT and software packages, including Word, Excel and Access is essential • Understanding of the many changes to the learning and skills sector, including levy and non-levy employers. • Experience of completing Health and Safety checks in the workplace is desirable 		Application Form Interview References
Skills/Abilities	<ul style="list-style-type: none"> • Knowledge/skills of effective marketing/sales techniques and customer focused service delivery strategies • Ability to maintain accurate records and complete documentation to a high standard • Ability to use Microsoft Office packages and email. • Ability to achieve challenging sales and performance targets • Ability to deliver a framework of business initiatives to increase market share of 		Application form Interview References

Criteria	Essential	Desirable	How Identified
	<ul style="list-style-type: none"> • Apprenticeship programmes • Knowledge of ESFA funding methodologies and income streams for employer responsive programmes is essential • Knowledge of Apprentice Reform Agenda and particularly elements associated with the reform and the implications for all employers of the Levy and non-Levy agenda • Understanding of national and local developments in workforce development is desirable • Knowledge of business support funding and opportunities • Knowledge of Health and Safety regulations and requirements for government funded training programmes in the workplace • Excellent negotiation, communication and inter-personal skills 		
Qualification/Training	<ul style="list-style-type: none"> • A good standard of education including English and maths Grade A* - C (or equivalent) or Level 2 Literacy and Numeracy is essential • A Professional qualification at Level 3 in a business-related specialism (or willingness to work towards) • A Level 2 qualification in Information Technology (or willingness to work towards) 		Application Form Interview References
Personal Qualities	<ul style="list-style-type: none"> • Appetite for success and personal drive to ensure all sales/training opportunities are captured and explored • Adaptability, resourcefulness and an ability to work on own initiative or as part of a team is essential • Personal credibility in customer facing situations and commitment to customer care/employer satisfaction. • Enthusiastic, positive outlook with high level of self-motivation and flexibility • Ability to manage deadline and prioritise workloads 		Application Form Interview References

Criteria	Essential	Desirable	How Identified
	<ul style="list-style-type: none"> • Willingness to contribute to new innovative ideas 		
Other Criteria	<ul style="list-style-type: none"> • Full driving licence and use of a car • Able to work evenings/weekends if required • Willingness to travel across GM region and work unsociable hours. 		Application Form Interview References

You will be required to obtain an Enhanced Disclosure certificate for this post. The college will provide you with this application form if you are successful. You may wish to obtain further information from the DBS information line, 0870 90 90 811 or www.homeoffice.gov.uk/dbs. Any relevant issues arising from references will be discussed with you.