



Title: Business Development Officer

Responsible to: Business Development Manager

Grade: 7

Contract Status: Permanent

Hours of work: 18.5 hours per week

Date: February 2018

Role Summary:

To promote apprenticeship and commercial training to allocated industry sectors. To increase the number of Apprenticeship starts in these sectors.

Main duties

- To generate and increase apprenticeship starts and other sales in line with agreed targets including:
 - Apprenticeship starts
 - Short course starts
 - Long course starts
 - Work experience
 - New employer contacts and vacancies
 - Raising of City College profile
- Work closely with colleagues to promote City College services to employers using appropriate funding streams including full cost provision.
- Feedback unmet training needs in your sectors to enable new provision to be developed where demand is established
- Develop excellent links and relationships with your allocated sector, attending networking events, trade fairs to ensure you have up to date knowledge of developments in your sectors
- Carry out direct marketing and sales activities to customers in Southampton and surrounding areas.
- Liaise closely with the marketing department at City College on internal and external communication to maximise advertising and promotional potential



- Contribute and develop ideas for direct marketing to new customer
- Record sales activity accurately and in a timely way in college systems
- Accurately complete agreed paperwork to support apprenticeship enrolments and sign-ups
- Develop strong links with relevant College curriculum teams to ensure they understand labour market changes in your sector and the pipeline of vacancies being generated
- Introduce apprenticeship candidates to employers and work with candidates and College students to improve their chances of interview success
- Adopt a professional approach at all times and ensure all areas of personal activity comply with standards laid down by the College
- Participate in and sometimes manage, events undertaken by the College to promote all activities, as required. This will include working some evenings or weekends and in different locations in the local area
- Evaluate and develop your own and team practice to ensure continuous improvement
- Undertake other duties as may be reasonably required from time to time
- Positively promote equality of opportunity
- Carry out all duties with due regard to Health and Safety Regulations
- Ensure compliance with Financial Regulations of the College
- Understand personal responsibility to adhere to relevant college policies and procedures as they relate to safeguarding and implement these to ensure vigilance at all times
- Present the college in the best light at all times and ensure that all areas of personal activity comply with standards laid down by the college and relevant outside agencies
- Undertake professional development and training to contribute to individual and College development as agreed through the College Performance Appraisal Scheme process
- Carry out all duties with due regard to Health and Safety Regulations
- Ensure compliance with the Financial Regulations of the College



- Positively promote equality of opportunity for staff and students
- Carry out other duties as may reasonably be required from time to time

This job description is intended to provide a general guide to the duties and responsibilities of the post and aims to set this in the context of the framework within, which the post holder is expected to operate.

This job description should not be viewed as a legal document not a set of conditions of service and it can be received at any time in light of the needs of City College.

Any amendments to the job description will be discussed with the line manager and post holder and subsequently confirmed in writing.

This job description is correct at January 2018. It will be updated in consultation with the post holder as circumstances change.

PERSON SPECIFICATION: BUSINESS DEVELOPMENT OFFICER

	Essential	Desirable	How assessed
Education/ Qualification and Training			
Relevant Degree or equivalent	X		Application/ certificates
Level 2 or equivalent in Maths and English	X		
Driving licence	X		Application/ Licence
Professional qualification		X	Application/ certificates
Business / Marketing degree		X	Application/ certificates
Experience			
At least three years relevant industry/commercial experience	X		Application/ interview
Experience of account and / or contract management		X	Application/ interview
Working with government funding and/or apprenticeship sales		X	Application/ interview
Knowledge and skills			
Knowledge of apprenticeship and other training programmes and their potential to meet the future education and training needs of the region	X		Application/ interview
Knowledge of the recent changes in funding and curriculum for apprenticeships		X	Application/ interview
Able to work to agreed targets and report progress and pipeline accurately and in a timely way	X		Application/ Interview
Knowledge of local and regional economy		X	Application/ interview
Able to identify and capitalise on entrepreneurial opportunities	X		Application/ interview
Well-developed IT skills; able to ensure systems meet their full potential and to suggest improvements		X	Interview
Demonstrable ability to plan activities and achieve objectives	X		Application/ interview
Systematic problem solver and creative thinker	X		
Other			
Able to demonstrate flexibility and	X		Application/

responsiveness to change			interview
Able to work under pressure	X		Interview
Able to show a commitment to equal opportunities	X		Interview
Able to establish and maintain the trust and support of colleagues	X		Interview
Able to lead meetings and ensure they achieve their aim	X		Application/ interview
Negotiation skills, persuasive	X		Application/ interview
Highly self-motivated and able to motivate others and encourage them to achieve their full potential	X		Application/ interview
Excellent presentation skills	X		Application/ interview
Excellent communications skills, both within the partnership and to employers and agencies within the community	X		Application/ interview