

## **JOB DESCRIPTION**

JOB TITLE:	Business Development Executive
DEPARTMENT:	Business Services Unit (BSU)
RESPONSIBLE TO:	Head of Business Services and Commercial Training
RESPONSIBLE FOR:	No Subordinate Staff
PURPOSE OF JOB:	Develop new and maintain relationships with employers to generate business opportunities against specific and measurable targets.

### **1. Main Tasks and Responsibilities**

- Carry out lead generation activity for apprenticeships, commercial and adult training courses.
- Discuss training needs with employers for existing staff to seek out upskilling onto apprenticeships and other commercial opportunities.
- Promote apprenticeships to existing and new employers, to obtain placement opportunities.
- Support levy and non-Levy paying employers with the end-to-end online and paper-based processes for recruiting or upskilling staff into apprenticeships within their company.
- To support and attend Learner engagement activities and events internally and externally to the college.
- Regularly update the College employer database, recording all employer information to report outcomes against targets.
- Keep accurate records associated with apprenticeship funding, to ensure data is available for audit reporting purposes.
- Be responsible for keeping up to date with developments in the economy, developing a sound knowledge of the industry, sharing intelligence with colleagues, and building close working relations with employers.
- Liaise with the marketing team to support the plan of advertising and promotional campaigns to our internal and external audiences regarding Apprenticeships.
- To undertake general administrative duties and processes within the department.
- Attend all meetings related to your role as required.

### **2. General Duties**

- Work to ensure implementation of the college's policies and procedures including Safeguarding/Equality and Diversity requirements.

- Participate in staff development activities.
- Undertake such duties as may be required of you, commensurate with the post holder's grade and general level of responsibility at his/her initial place of work, or any other establishment for which the College provides services.