



HIGH
SPEED
RAIL

NATIONAL COLLEGE FOR
HIGH SPEED RAIL

JOB DESCRIPTION

Job title: Business Engagement Executive

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Salary	OTE 30k dependent on experience including performance related bonus
Hours	37.5 per week (job share or part time working requests will be considered)
Location:	Birmingham - Lister Street, Aston Regular travel to other business premises
The location, hours of work and duties could be varied according to the needs of the service.	

1. Context

The National College for High Speed Rail is a brand new incorporated FE College that is being established to train the next generation of the rail workforce. Covering the breadth of the rail industry from design to people experience, construction, maintenance and operations, the College will train learners from the age of 18 in Higher Apprenticeships and higher education programmes. Learners who have attended the National College will gain skills that enable UK employers to support the development and running of HS2 and future high speed rail projects at home and around the world as well as modernizing the existing rail infrastructure.

The college's vision is to pioneer technical excellence, setting new standards for collaboration and diversity in what will be a major growth industry for the UK. We opened to students in September 2017, with two main hub sites in Birmingham and Doncaster and a network of 'spokes' via partner arrangements across the UK, including Widnes where we have a facility in collaboration with Alstom.

Being involved at the beginning of this exciting journey, we are able to offer you a unique opportunity to work in a dynamic environment with the College growing and evolving, providing excellent opportunities for career development and the scope to influence the future of the further education sector

2. Job purpose

The post holder will have responsibility of identifying and securing relationships with new employers and account manage existing employers to meet sustainable recruitment targets for Apprenticeships and other NCHSR programmes.

3. Reporting relationships

Reports to Head of Business Engagement

4. Key performance indicators

- Establish and maintain a national network of employers who support the College by fulfilling their training needs through the college & by providing advice, expertise and in-kind donations to the college.
- Achieve/exceed agreed monthly targets, including appointments, conversion rates, starts and commercial training targets.
- Proactive participation in a variety of sales, marketing & networking activities to build and maintain a constant healthy sales pipeline that meets the financial business targets & goals.
- Demonstrate a clear commitment to quality by maintaining a target of <5% for non-starts and retention, in order to support the NCHSR success rates.

5. Accountabilities

- Proactively undertake a variety of sales activities including; field sales, tele-sales, networking & marketing activity, in order to achieve personal Apprenticeship start & commercial targets.
- Plan and evaluate own sales campaigns in order to meet own & business targets.
- Secure and deliver a personal target for the number of monthly appointments.
- Hold a professional face to face sales meeting with the employers, carry out a Training Needs Analysis (TNA) and agree an action plan with the employer, providing a diagnostic solutions' based sales approach.
- Identify learning and development opportunities, both funded and commercial, that support the employer in delivering their business objectives, goals & training needs.
- Work closely with the curriculum team to identify progression and new business opportunities and to ensure effective working relationships are built & maintained.
- Identify target markets in line with own personal targets, current and emerging business needs and Local Enterprise Partnership (LEP) priorities, specifically Apprenticeships.
- Develop service level agreements in line with the business requirements.
- Plan, develop & deliver presentations & training proposals.
- Ensure all paperwork is timely completed and meets funding requirements.
- Develop and maintain a deep understanding of the employer's strategic goals, direction & training needs.

- Recruit learners on to the relevant training programmes, delivering effective employer information advice and guidance (IAG) and carry out an initial assessment of their requirements.
- Account manage all employers effectively, deliver outstanding customer service to ensure repeat business & referral opportunities are identified and maximised.
- Take a proactive approach in own learning & development in order to remain in the forefront of any funding and qualification reforms.
- Build effective working relationships with appropriate referral agencies and stakeholders in order to promote the NCHSR brand.
- Identify and attend appropriate networking events to promote NCHSR and sell the brand.
- Attend weekly/monthly sales team meetings, providing feedback and sharing ideas and best practice.
- Complete weekly/monthly sales reports as requested by the BDM/ management.
- Ensure that the CRM is fully embedded by tracking all sales activity to enable the cross sharing of progress and business opportunities, detail employers who have been engaged with, including the type, purpose & outcome of the engagement activity.
- Work with and seek advice from the Head of Business Engagement to enable the achievement of personal and College KPIs and financial targets.
- Any other duties deemed appropriate for the role.

6. Other

- You are liable to undertake such other duties as may be reasonably be required of you commensurate with your grade at your initial place of work or at any other college site.
- The College is committed to safeguarding and promoting the welfare of children and vulnerable adults and expects all employees and volunteers to share this commitment.
- To participate in the College's appraisal process and to undertake and deliver staff development and training appropriate.
- The College aspires to be rated as Outstanding by Ofsted and for our customers to receive excellent customer service in their interactions with the College. All staff members are expected to contribute to this aspiration

Person specification

This person specification lists the competencies expected

(E = Essential criteria, D = Desirable criteria)

	Sections		
	Skills, knowledge and aptitudes	<ul style="list-style-type: none"> • Knowledge of the training industry and at least two years in a direct business to business (B2B) selling role. • Proven track record of strong sales knowledge and experience • Organisational & Planning Skills • Demonstrable experience of effective relationship building • Negotiation skills • Experience within the recruitment sector • Excellent interpersonal, influencing and communication skills 	<ul style="list-style-type: none"> • E • E • E • E • E • D • E
	Experience	<ul style="list-style-type: none"> • Demonstrable experience in a customer facing sales role for a minimum of 2 years. • Demonstrable success of pitching & winning new business opportunities • Experience of developing bespoke commercial learning solutions. • Knowledge & Experience of apprenticeships. • Experience within the rail sector and/ or related sectors. • The ability to problem solve to meet the needs of employers and secure new business 	<ul style="list-style-type: none"> • E • E • D • D • D • E
	Qualifications	<ul style="list-style-type: none"> • Educated to L3 or Equivalent • IOSH Qualified 	<ul style="list-style-type: none"> • E • D
	Personal attributes	<ul style="list-style-type: none"> • High level of emotional intelligence to be able to deal with & manage a range of customers with varying levels of seniority / responsibility. • Self-confidence and stature to represent NCHSR in a variety of settings. • A commercial attitude. • A creative thinker and energetic team player with a high level of enthusiasm. • Ability to prioritise and work under pressure with good time management skills. • Proactive self-starter with the ability to work with a high degree of autonomy. 	<ul style="list-style-type: none"> • E • E • E • E • E • E

Data Classification: Public

	Special requirements	<ul style="list-style-type: none"> • Able to meet challenging deadlines when necessary • Able to travel independently between college sites and other external venues. Must have full use of a vehicle for work purposes along with Business Insurance. • NCHSR is committed to safeguarding and promoting the welfare of children and young people and expects all staff to share this commitment and individually take responsibility for doing so. 	<ul style="list-style-type: none"> • E • E • E
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