



JOB DESCRIPTION

Job title: Employer Engagement Advisor

Section: Employer Engagement Team

Grade: Scale 5

Responsible to: Employer Engagement and Employer Academy Manager

Responsible for: N/A

PURPOSE OF THE JOB:

- To develop, promote and sell a range of quality learning, development and other employer-related services including Apprenticeships, work placement and Employer Academies
- To provide a 360 degree service for Employers wishing to engage with the College ensuring Service Standards are met.
- To work as a key account holder with employers and learners to support Work Based Tutors in effectively signing up with integrity.
- To generate income for the College by promoting a range of solutions to employers to meet set organisational targets.
- To provide a recruitment / vacancy matching service to achieve targeted growth in the Colleges work-based learning provision by promotion and recruitment activities.
- To maximise the College's employer-facing activities and enhance the reputation of the College in the local business community by representing the College at external events.
- To build relationships with employers and stakeholders and raise the profile of the College with employers and encourage their involvement in a range of College activities, thereby ensuring that the College provision meets business needs.
- To identify and contribute to the development of new and sustainable employer-focussed provision and to help influence the future business development strategy for the College.

MAIN RESPONSIBILITIES AND DUTIES:

- To provide support to Curriculum Areas by sourcing, securing and matching Apprenticeship and work placement opportunities to achieve area targets for Apprenticeships and Study Programmes.
- To be proactive in generating new business leads, responding to enquiries and managing relationships with existing employers.
- To achieve allocated targets for employer provision including sourcing and matching for Apprenticeships, work experience placements, Traineeships, income generation, projects, and other employer related provision.
- To work closely with Job Coaches to ensure work placement are suitably matched with learners
- To work within a team to provide IAG, screening and assessment of applicants, shortlisting, arranging interviews, follow up and evaluation to both employers and learners
- To conduct employer training needs analysis, and subsequently develop training plans for employers and produce proposals.
- To be the main point of contact with the employer responsible for managing the recruitment process, including identifying needs and requirements, providing advice and guidance and matching suitable candidates to existing vacancies and placements.
- To assist the Employer Engagement manager in the development of sales, marketing and business development plans.
- To act as a broker on behalf of employers and work closely with the curriculum areas / external delivery partners to ensure the development and delivery of appropriate training packages to meet employers' needs.
- To carry out Apprenticeship vacancy matching and the promotion of Apprenticeships to young people.
- To record and input employer-related activity onto College CRM system and proactively use the system to maximise opportunities with employers.
- To work closely with the marketing department to develop and implement effective employer engagement marketing activities.
- To assist in the production of annual Self Assessment Report and Development Plans, in line with quality procedures.
- To ensure high-quality customer service and strive towards continuous improvement in service standards.
- To develop partnerships with external business support agencies to promote the College offer to employers.
- To promote a commercial business culture throughout the College and champion the Employer Engagement Team both internally and externally.
- Bolton College is committed to safeguarding and promoting the welfare of young people and vulnerable adults, and expects all staff and volunteers to share this commitment.
- To ensure the development of equality of opportunity throughout all aspects of service delivery, and to comply with equality of opportunity within the team and in interactions with other college areas and external partnerships.
- To assist in the preparation of College reports and attend meetings as appropriate.
- To be willing to undertake appropriate training and staff development.
- To be fully aware of, comply with and promote all of the College's policies, including Financial Regulations.
- In carrying out their duties the appointee must comply with Health and Safety Regulations and their responsibilities within the Health and Safety Policy, and be aware of the College statement on Health and Safety.
- The post holder will be expected to work flexibly and efficiently to maintain the highest

PHYSICAL CONDITIONS

Place of work

The principal place of work will be at the Deane Rd Campus. However, the post holder may be required to work either on a temporary or an indefinite basis at any premises at which it may from time to time provide services.

Working Hours

The post holder will be expected to work such hours as are necessary for the proper performance of their duties and responsibilities, with a minimum of 37 hours per week. The post holder may from time to time be required to work evenings and/or weekends in which case time off in lieu will be given during the normal working week.

Probationary Period

If the post holder is a new employee to the College, the first 9 months of employment will be a probationary period, during which the suitability of the post holder for the position will be assessed. The Corporation reserves the right to extend the probationary period, if, in its opinion, circumstances so require. During the probationary period, the employment may be terminated either by the post holder or by the Corporation on giving written notice of one month.

Appraisal

The post holder will be required to participate in a staff appraisal scheme approved by the Corporation.

Health & Safety

The College is fully committed to ensuring that health and safety of its staff and students is paramount. All staff must comply with the College's health and safety procedures.

In the interests of Health and Safety, smoking is not permitted at Bolton College.

JOB DESCRIPTION PREPARED BY: **Business and Enterprise Manager**

DATE: **October 2015**