

## **JOB DESCRIPTION**

<b>Post Ref:</b>	<b>1882</b>
<b>Post Title:</b>	<b>Employer Engagement Manager UKSPF (Fixed term until 31 March 2025)</b>
<b>Grade:</b>	Support Scale
<b>Responsible to:</b>	Director of Commercial Partnerships
<b>Responsible for:</b>	Business Development Officer UKSPF

## **JOB PURPOSE**

The primary purpose of the Employer Engagement Manager role within the UKSPF Project is to lead and execute strategic initiatives aimed at fostering robust partnerships between the college and employers, ensuring alignment with the project's objectives and key performance indicators (KPIs). The role encompasses a range of responsibilities focused on cultivating, nurturing, and maintaining relationships with employers to facilitate the creation of training opportunities that meet current and future workforce needs.

## **KEY TASKS AND RESPONSIBILITIES**

1. Develop and implement a comprehensive strategy for engaging employers across various industries, with a focus on understanding their workforce requirements and aligning college offerings accordingly. This involves identifying key sectors, establishing contact with potential partners, and negotiating partnership agreements that support the objectives of the UKSPF Project.
2. Develop and maintain a sound overview of the UKSPF project products and services, the Colleges wider curriculum (including HE), and full range of funding available.
3. Conduct thorough needs assessments in collaboration with employers to identify skill gaps and training requirements. Utilise this information to inform the design and development of tailored training programmes that address industry needs, enhance employability, and contribute to economic growth.
4. Serve as the primary point of contact for employers, building and maintaining strong, collaborative relationships through regular communication, meetings, and networking events. This involves understanding their businesses, challenges, and priorities to ensure that the college remains responsive to their evolving needs.
5. Coordinate the implementation of employer engagement initiatives, working closely with internal stakeholders such as senior Learning Leads, the Project Manager UKSPF, Employability Tutors UKSPF, and administrative staff to ensure seamless delivery of training programmes. Monitor progress, evaluate outcomes, and make adjustments as necessary to optimize effectiveness and impact.
6. Work with marketing colleagues to develop and execute marketing strategies to promote the project's provision and services to employers, leveraging various channels such as digital marketing, industry events, and targeted outreach campaigns. This involves utilising social media platforms to increase visibility and attract participant and employer interest.

7. Maintain accurate records of employer interactions, programme outcomes, and key performance indicators using a customer relationship management (Grofar CRM) system.
8. Generate regular reports to track progress, measure impact, and inform decision-making, ensuring transparency and accountability in employer engagement activities.
9. Agree with the Director of Commercial Partnerships, and the marketing team what provision is to be targeted for promotion.
10. To line manage the Business Development UKSPF team.
11. Any other duties commensurate with the post.

### **OTHER RESPONSIBILITIES**

In common with all other employees at the College, the postholder is expected to: -

1. Perform duties to a high standard and to ensure that the quality assurance processes are implemented successfully across the College, particularly those relating to their own role.
2. Positively contribute to a safe learning and work environment ensuring compliance with Health and Safety policies and procedures.
3. Have a personal responsibility for Safeguarding and promoting the welfare of children, young people and vulnerable adults to ensure compliance with Safeguarding policies and procedures.
4. Participate in and make an appropriate contribution to the College's planning and review process.
5. Take a proactive role in the maintenance of acceptable standards of learner behaviour.
6. Contribute to the development and delivery of the College's 5 Pillars within Strategic Plan and to the achievement of the objectives contained therein.
7. To make a full contribution and evidence impactful activity to drive the Equality, Diversity and Inclusion agenda.
8. Keep up to date with issues affecting the role and contribute to staff development activity.
9. To undertake any other duties considered commensurate with the level and responsibility of the role.
10. All employees will adhere to all the College ISO standards.

### **COMPLEMENTARY ROLE TO BE UNDERTAKEN**

None

## APPLICATION GUIDANCE

To ensure we have the right people, with the right skills in the right roles, a competency based approach is integrated into our selection process at the College. Put simply, this means that for each role there is a person specification detailing specific criteria and competencies (or behaviours), which we believe are essential if the job is to be performed well.

The document overleaf entitled 'Employer Engagement Manager: Person Specification' provides details of the specific criteria and competencies attached to this post. In the initial application, you are asked to show how you feel you meet these requirements. It is recommended that you use the headings from the Person Specification to help you organise your information. The panel will shortlist applications in line with the Person Specification match. *If you do not meet the 'essential criteria' your application will not be considered for shortlisting.*

**Please visit [www.boston.ac.uk](http://www.boston.ac.uk) to complete an online application form.**

**Once completed, your application should be submitted by 12 noon on Monday 22 April 2024.**

**Interview date: TBC**

## Employer Engagement Manager UKSPF: Person Specification

1. ESSENTIAL CRITERIA	SOURCES OF EVIDENCE		
	Application	Task	Panel Interview
<b>Technical &amp; Professional Qualifications:</b>			
Minimum Level 3 qualification ideally in a business field or significant industry experience in a business development role	✓		
GCSE Maths and English at Level 2 or above e.g. GCSE Grade C/4 (or equivalent)	✓		
<b>Skills:</b>			
Negotiation skills – secure positive outcomes when negotiating with public authorities, businesses, community partners, suppliers, consultants, contractors, and tenants	✓		✓
Excellent written and verbal communication skills		✓	
Excellent employer relationship development and management skills which lead to income generation and business growth	✓		✓
Ability to maintain high levels of self-motivation and to use own initiative in order to meet given targets			✓
Strong leadership and organisational skills			✓
Have a current full driving licence as travel may be involved	✓		
Ability to prioritise effectively to ensure that deadlines are met		✓	
<b>Knowledge/Experience:</b>			
Experience of working in a business development role	✓		
Up to date knowledge of the local and regional business environment and challenges businesses face		✓	✓
An understanding of government priorities in relation to further and higher education	✓		✓
Knowledge of FE, HE and work-based learning curriculum.	✓		✓
An understanding of safeguarding and a commitment to creating a safe learning environment and demonstrate your suitability to working with children, young people and vulnerable adults.	✓		✓
<b>2. COMPETENCIES</b>			
<b>Building Customer Loyalty:</b> Effectively meets the needs of the customers; builds productive customer relationships; takes responsibility for ensuring satisfaction and loyalty; develops new leads and partnerships.			✓
<b>Contributing to team success:</b> Actively participates as a member of the team to ensure the team moves towards the completion of its goals.			✓
<b>Customer Focus</b> Makes customers and their needs a priority of own actions. Develops and maintains customer relationships that are productive.		✓	✓
<b>Decision Making</b> Identifies and understands issues, problems and opportunities and takes action that is consistent with available facts, constraints and probable consequences.			✓
<b>Planning &amp; Organising:</b> Identifies courses of action for self and others and the team to ensure that work is completed efficiently.			✓
<b>3. DESIRABLE CRITERIA</b>			
Experience of working in the further education sector	✓		
An awareness of the importance of Equality & Diversity	✓		
Ability to deliver compelling presentations which capture audience attention	✓	✓	