

## Job Description

Please complete all accessible boxes and refer to the guidance on writing Job Descriptions

Position Details		
Faculty/Professional Support Service	[ Faculty of Business & Law ]	
School/Department	[ Business School ]	
Division/Section/Unit	[ Apprenticeship Unit ]	
Job Title	[ Apprenticeships Business Development Advisor ]	
Vacancy No	[ Recruitment Team ]	
Grade	[ 8 ]	
Hours of Work	[ 37 hours per week ]	
Contract Duration (Perm/Fixed Term)	[ Permanent ]	
Reports To (Job Title)	[ Director of Apprenticeships ]	
Responsible For (Job Title)	[ N/A ]	

Principal Accountabilities
<p><i>The Apprenticeships Business Advisor will play a pivotal role in the development of the Apprenticeship programme and the achievement of the University growth targets for Apprenticeships.</i></p> <p><i>Based in the Apprenticeships Unit, they will contribute to the recruitment of new employers and apprentices, initiate, develop and maintain a personal client management relationship with partner employers to sustain engagement, facilitate collection of documentation and generate new business opportunities.</i></p> <p><i>As part of the Apprenticeship team, they will play a supporting role in the running of the programmes and projects, and liase with academic teams and other departments within the University. </i></p> <p><i>The clients being supported will be employers who have, or are interested in recruiting, apprentices at the University.</i></p>

## Key Tasks

### *Business Development*

*Assist in the development and enactment of the Apprenticeships Strategic plan to retain existing clients and to develop new clients and significant allied business in accordance with University aims and objectives.*

*Identify, and build relationships with appropriate internal and external contacts and agencies to facilitate the recruitment of apprentices to programmes.*

*Initiate contact and develop relationships with new employers to educate them on the benefits of apprenticeship training to develop new and existing employees, contributing to the achievement of apprenticeship recruitment targets.*

### *Account Management*

*Manage a portfolio of employer relationships with partners across our suite of programmes.*

*Ensure effective relationships are developed and sustained, gather and act on feedback and be the first point of contact for employers.*

*Identify opportunities to capture case studies, good practice and good news stories where relevant for marketing and promotion of degree apprenticeships.*

*Lead in administering and ensuring that key administration systems and processes are effective for the business development team and liaise with the support team on continually developing efficient and accurate administration practices.*

*Consistently use IT systems including CRM and the Student Record Systems to maximize new business potential and measure sustained engagement of programmes.*

### *Liaison and Networking*

*Lead in representing the University in business networks in order to develop trusting and collaborative relationships with businesses and other stakeholders.*

*Identify, and build relationships with appropriate internal and external contacts and agencies to facilitate the creation, delivery and further development of new apprenticeship programmes.*

*Liaise internally with other departments and teams in the University to promote and develop Apprenticeship programmes.*

### *Team Working*

*Attend Faculty, Department and Apprenticeship team meetings and boards, as required, in order to contribute to the decision-making process and to develop productive working relationships within and across teams. Feed learning about client management, business development and professional programme delivery into appropriate University forums.*

#### *Project Management*

*Lead on diverse projects within the Apprenticeship Unit, as specified by the Director of Apprenticeships.*

*Lead on management of events and meetings, and host visits for key external and internal Apprenticeship stakeholders.*

*To mentor, induct and train new and temporary members of staff in the team.*

### **Special Features**

*Willingness to travel occasionally – sometimes overnight – and to work across campuses.*

*Willingness to travel overseas if required.*

### **Miscellaneous**

You have a legal duty, so far as is reasonably practicable, to ensure that you do not endanger yourself or anyone else by your acts or omissions. In addition, you must cooperate with the University on health and safety matters and must not interfere or misuse anything provided for health, safety and welfare purposes.

You are responsible for applying the University's Equal Opportunities Policy in your own area of responsibility and in your general conduct.

You have a responsibility to promote high levels of customer care within your own areas of work.

You are expected to co-operate with the PDR process, engaging in the setting of objectives in order to assist in the monitoring of performance and the development of the individual.

Such other relevant duties commensurate with the grade of the post as may be assigned by the Manager in agreement with you. Such agreement should not be unreasonably withheld.

You may be required to undertake a specific Health & Safety role, commensurate with your grade, to support the University in meeting its statutory Health & Safety obligations. This could include acting as a DSE Assessor, First Aider, Fire Marshall or Departmental Safety Co-ordinator. The allocation of such roles will be subject to the provision of appropriate training and assessment of competence.

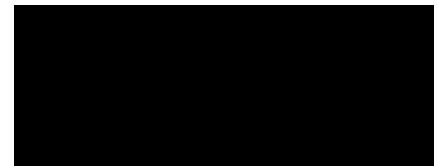
You may, with reasonable notice, be required to work at any of the Manchester Metropolitan University sites.

You have the responsibility to engage with the University's commitment to Environmental Sustainability in order to reduce its waste, energy consumption and carbon footprint.

*You have the responsibility to engage with the University's commitment to delivering value for money services that optimise the use of resources and therefore should consider this when undertaking all duties and aspects of your role.*

## **Review**

*This is a description of the job at the time of issue. It is the University's practice periodically to review and update job descriptions to ensure that they accurately reflect the current nature of the job and requirements of the University and to incorporate reasonable changes where required, in consultation with the job holder.*



## Person Specification

*In order to be shortlisted you must demonstrate that you meet all the essential criteria and as many of the desirable criteria as possible. Where we have a large number of applications that meet all of the essential criteria, we will then use the desirable criteria to produce the shortlist.*



All disabled candidates who meet the minimum essential criteria will be included on the shortlist.

Selection Criteria					
Attributes		Item	Relevant Criteria	Identification Method	Rank
1	Skills & Abilities	1.1	<i>Able to systematically develop and sustain positive relationships with businesses to maximise engagement.</i>	A/I	E
		1.2	<i>Excellent written, oral communication and presentation skills.</i>	A/I	E
		1.3	<i>Good IT skills, with the ability to learn new online communication systems (e.g. CRM) quickly including social media.</i>	A/I	E
		1.4	<i>Able to initiate contact with and build relationships with individuals and employers</i>	A/I	E
2	General & Specialist Knowledge	2.1	<i>Knowledge of the national policy agenda and funding relating to apprenticeships.</i>	A/I	E
3	Education & Training	3.1	<i>Undergraduate degree, or equivalent relevant experience that demonstrates a high order of literacy, numeracy and analytical skills.</i>	A/C	E
4	Relevant Experience	4.1	<i>Experience of developing positive relationships with learners learners and/or groups to maximise engagement.</i>	A/I	E

		4.2	<i>A track history of successful employer engagement in order to achieve targets and build positive and sustained client relationships.</i>	A/I	E
		4.3	<i>Experience of apprenticeship development and delivery, preferably within Higher Education.</i>	A/I	E
5	Special Requirements	5.1	<i>A willingness to work flexible hours and ability to travel for business.</i>	A/I	E
<b>Date of Revision</b>		November 2017			
<b>Key</b>		<b>Identification Method</b>	<b>A</b>	Application Form	
			<b>I</b>	Interview	
			<b>T</b>	Test	
			<b>C</b>	Copy of Certificates	
			<b>P</b>	Presentation	
			<b>G</b>	Group Assessment	
		<b>Rank</b>	<b>E</b>	Essential	
			<b>D</b>	Desirable	