***Employer Engagement Job Description***

***(There is a separate version for this role in a school)***

***INTRODUCTION***

The job / role description editable example is for an individual who will be responsible for engaging with employers, including securing T Level Industry Placements for you as an FE provider.

You will need to decide on a job title (suggestions given), and select the appropriate role responsibilities, typical job requirements and desirable skills. Under these headings, example statements are included with a view that you will be inspired by, can select, edit, and add to those listed as suitable options for your job role rather than select all.

The outline has been developed with employer engagement, including T Level Industry Placements in mind, so the content may need to be blended with existing role descriptions if an individual also has responsibility for other activity areas, e.g., Work experience, apprenticeships, Careers education information advice and guidance (CEIAG).

The knowledge, skills, and behaviours of the Customer Service Specialist (level 3) and Sales Executive (level 4) apprenticeship standards have been referenced in this role description.

**Job / Role Description (example)**

**Job Title:** Employer Engagement (co-ordinator, officer, manager); Business Development (co-ordinator, officer, manager); Industry Placement / Work Experience (co-ordinator, officer, manager)

**Hours/Contract:** <xxx>

**Reports to:** <xxx>

**Salary/Scale:** <xxx>

**Date of issue:** <xxx>

**Role description:**

The <Employer Engagement Officer> will build and maintain relationships with local employers that are engaged and ready to work with <FE provider> and its students. Daily duties will include identifying and contacting new prospective employers, working with existing employer contacts, and liaising internally with curriculum, marketing and wider support colleagues to maximise the success of employer dependent programmes including <apprenticeships, T Levels, work experience, other>

Most importantly, the <Employer Engagement Officer> will be great at building and maintaining positive relationships that bring together industry and education ensuring excellent long-term learning partnerships are established that help students to succeed.

**Role Responsibilities:**

* Plan the employer engagement activities in line with the employer engagement strategy and lead the end-to-end interaction with the employer.
* Grow and retain a target number of employer relationships. Generate new leads for apprenticeships, placements and work taster commitments by contacting prospective employers, developing understanding of their challenges and motivations, establishing mutually acceptable arrangements, and securing student opportunities.
* Provide a proactive and professional account management approach. Act as the main point of contact for new and existing employers as well as other key external stakeholders.
* Analyse employer types, to identify or anticipate their potential needs and expectations to inform the apprenticeship, T Level, industry placements and/or Foundation programme offer.
* Collect, analyse, and interpret labour market intelligence and share it appropriately and effectively within the college.
* Contribute effectively within a team environment. Work collaboratively with internal colleagues to influence programme success. Colleagues include senior leaders, curriculum and teaching teams, student support services, marketing / communications.
* Support continual business improvement by sharing best practice with other employer engagement colleagues and assist the marketing team to develop new marketing collateral.
* Make referrals to other educational organisations where you are unable to meet the employer needs so that the employer remains positive about apprenticeships, industry placements and education programmes.
* Escalate identified issues or challenges (and suggested improvements) from employers with manager / leaders to support continuous improvement of the programme/s.

**Typical job requirements:**

* Understand the organisation’s programmes and / or services in detail and is an expert in analysing employer needs and identifying solutions.
* Be able to explain the features of the programmes on offer and their advantages, and clearly articulate the value and benefit for the specific employer.
* Use clear explanations, written and verbal communications to provide options and solutions to influence and help employers make choices about how they might engage and agree next steps. Use and adapt a range of techniques to draw-out and overcome common objections.
* Effectively use digital tools, e.g. LinkedIn to conduct research and target organisations in line with the overall employer engagement strategy. Be able to deliver presentations and meetings using digital communication.
* Keep accurate up to date records that reflect employer engagement stages / pipeline in accordance with your organisation’s processes and CRM systems.
* Demonstrate a cost-conscious mind-set when meeting employer business needs.
* Contribute to the meeting of [Gatsby Benchmarks](https://www.gatsby.org.uk/education/focus-areas/good-career-guidance).

**Desirable skills:**

* Highly skilled at effective questioning and active listening techniques to understand the customer’s needs, guide the engagement conversation appropriately, create mutual understanding, and build trust credibility and satisfaction with employers.
* Deliver a positive customer experience, by being tirelessly responsive to employer needs, handling interactions proactively and professionally with a focus on service delivery.
* Data analysis and evaluation skills to prioritise employers, sector/s and activities to grow employer commitments in line with <college> plans and strategy.
* Communicate with a style that effectively opens conversations, builds rapport, enhances relationships, and adapts to different employer preferences.
* Excellent administrative tasks required to establish and maintain commitment before, during and after industry placement are completed in a timely manner and with a high degree of accuracy.
* Demonstrate optimism and professionalism in the face of rejection, quickly recover from setbacks, adapt well to change, and keep going in the face of adversity. Remain highly motivated to achieve both personal and professional goals.
* Be open to coaching, guidance, or instruction; demonstrate awareness and ownership of your continual professional development, and actively seek out development opportunities outside of formal learning situations.

**Desirable professional values and behaviours:** Integrity, Proactivity, Self-Discipline, Resilience and self-motivation, Continuous professional development

**Contractual / policy / benefits details:** <xxx>