***Employer Engagement Job Description (Schools)***

***INTRODUCTION***

The job / role description editable example is for an individual who will be responsible for securing T Level industry placements in your school (or educational institute).

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 job role outline has been developed with only 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 within the school, e.g., Work experience, 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 Co-ordinator> will be responsible for building and maintaining relationships with local employers that are engaged and ready to work with <school> and its students on the delivery of [T Levels](https://www.tlevels.gov.uk/). 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 T Levels.

Most importantly, the <Employer Engagement co-ordinator> 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 school’s employer engagement strategy and lead the end-to-end interaction with the employer.
* Grow and retain a target number of employer relationships. Generate new industry placement and work taster commitments by contacting prospective employers, developing understanding of their challenges and motivations, establishing mutually acceptable arrangements, and securing student opportunities.
* Act as the industry placement main point of contact for new and existing employers as well as other key external stakeholders.
* Collect, analyse, and interpret labour market intelligence and share it appropriately and effectively within the school.
* Analyse employer types, to identify or anticipate their potential needs and expectations to inform the T Level, industry placements and/or Foundation programme offer.
* Contribute effectively within a team environment. Work collaboratively with internal colleagues to influence T Level 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 industry placements and education programmes.
* Escalate identified issues or challenges (and suggested improvements) from employers with manager / leaders to support continuous improvement of the T Level and/or Foundation programme.

**Typical job requirements:**

* Clearly explain the features of industry placements and their advantages, and clearly articulate the value and benefit for the specific employer.
* Use written and verbal communications to influence, provide solutions and to help employers make choices 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. 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:**

* 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.
* Ability to 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 employer activities to grow industry placement commitments in line with <school> plans.
* Excellent administrative skills to establish and maintain commitment before, during and after industry placements are completed in a timely manner and with a high degree of accuracy.
* Communicate with a style that effectively opens conversations, builds rapport, enhances relationships, and adapts to different employer preferences.
* 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>