

Recruitment Pack

JOB ROLE: EMPLOYER ENGAGEMENT MANAGER

June 2020

'We are an award winning training provider bringing life changing expert support to individuals and businesses'

Finchale has 80 successful years of supporting local communities to make positive changes to their lives. The charity is a specialist in providing education, training, employment and welfare support services to veterans, those in military service and their families and individuals with multiple barriers to social inclusion.

In 2019 the charity began to deliver these services to a wider market including young people through an alternative education offer. From Summer 2020 the charity will be delivering a range of Apprenticeships and a full prospectus of professional training courses including Strategic Leadership and Management. These are aimed at individuals seeking career development and businesses seeking to improve their workforce development offer.

Delivered by an expert team of specialist Vocational Tutors, Wellbeing Coaches and Case Managers who collaborate with clients to identify their needs and provide one to one tailored support alongside our lived experience Volunteer Mentor Team. Designed with the client in mind the provision is uniquely tailored to each individual and includes our integrated wraparound health and wellbeing programme.

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|---|--|--|--|-------------------|--|
| Vision: Enabling people to make positive and lasting life changes for a brighter future | | | | | |
| Mission: To deliver effective and responsible services enabling clients to reach their full potential through a personalised journey of development. Providing them with wraparound, integrated one-to-one support and coaching giving them access to the right training, employment and enterprise opportunities at the right time. | | | | | |
| Our Aim: To provide meaningful and impactful training, enterprise, well-being and employment support and opportunities for all our clients. | | | | | |
| Our Values | Community Focused | Customer Driven | Trusted | Determined | Respectful |
| Our Priority Areas & Ambitions | Education & Training Blended curriculum portfolio reflecting the needs of learners and employers | | Employment Expand employability base and strategic partnerships becoming a recognised and trusted provider | | Enterprise Maintain and expand the 'Sparks' business and enterprise initiative |
| | ← | | Health and Wellbeing | | → |
| Service Offers | Finchale AFC Supporting the armed forces community (AFC) in service, in transition and beyond | Finchale Advance Giving our young people a head start in the labour market | Finchale Growth Providing everyone with the opportunity to get back on track | | Finchale Sparks Support and guidance for business and budding entrepreneurs |
| Social Value | Sustainable Employment | | Supporting Enterprise | | Health & Wellbeing |

Key Achievements

| Employability & Skills Development | Health and Wellbeing |
|---|--|
|  We've supported 91% of our clients into employment 85% of these are full time roles |  53% tell us their physical health and wellbeing has improved |
|  66% of our clients have gained a new skill or qualification |  69% tell us that their mental health and wellbeing has improved |
| Enterprise and Growth |  86% tell us that they have more self esteem |
|  We supported 52 people to think about enterprise as an employment option |  74% tell us they feel more socially included |
|  Supported 40 individuals to be enterprise ready | Helping people to make positive decisions |
|  We oversaw the creation of 15 new enterprises |  88% of our clients tell us we've helped them to make a positive decision about their future |
|  Creating the equivalent of 4.2 full time jobs | |

Future Plans

The current development strategy will see Finchale give a nod to its history with the acquisition of premises to grow a Construction Skills Academy. As a registered apprenticeship training provider, the charity has firm roots and a long reputation of providing quality training in construction multi-skills.

We will provide high quality training for businesses and individuals through a combination of apprenticeship provision, 16-19 delivery, career transition support for those leaving the military and a value for money commercial training offer. Currently the Construction Skills Academy development is planned for July 2020.

Job Title: Employer Engagement Manager

Reports to: Development Executive

Salary: £25,000

Terms: Initially offered on a two year fixed term contract

Location: Head office: Richard Annand VC House, Unit 18 Mandale Park,
Belmont Industrial Estate, Durham, DH1 1TH

Travel: The nature of this roles requires significant travel and is not expected to be office based.

Pension scheme: Finchale Group operates a 5% employer contributory pension scheme

Job Summary

The Employer Engagement Manager will develop and implement Finchale Groups Employer Engagement Strategy. You will lead on the development of employer engagement with existing and new businesses in County Durham and across the wider North East region. Establishing links with employers to develop apprenticeships and employment opportunities and promoting engagement with Finchales commercial training package for both businesses and individuals.

Role Profile

Duties and Responsibilities

- Identify, prospect and generate new apprenticeship, employment and training sales opportunities in line with targets
- Source and establish links with employers that result in placement opportunities for learners
- Maintain a good understanding of the local/regional labour market and employer needs in order to inform operational delivery and support targeting of sectors, employers and client.

Business Development

- Develop relationships with businesses in County Durham and across the North East
- Educating local employer networks on the benefits of apprenticeship training programmes
- Attend business development meetings with customers and convert apprenticeship opportunities businesses

Client Management

- Using our CRM system ensure efficient management of existing links with employers
- Build on existing contacts and further develop these, ensuring key points of contact
- Working closely with members of staff who have responsibility for specific employers, professional bodies and sectors
- Recognising quickly when to engage Leadership colleagues in supporting the development of a promising future partnership

Public Relations and Marketing

- Promote awareness of Finchale Group and its work and protect and enhance the reputation and profile of the organisation
- Reviewing and enhancing resources and materials to support new business development
- Supporting delivery of events and campaigns with key employers and professional associations
- Contribute to Finchale Groups public profile and relationships
- Contribute to marketing and communication working with colleagues to share information across the available platforms and local press

Any other duties as commensurate with the role

Person Specification

| | Essential | Desirable | Evidence A: Application I: Interview |
|---|-----------|-----------|--|
| 3+ yrs experience in a B2B sales, business development or employer engagement role | ✓ | | A |
| Commercial experience of the apprenticeships, recruitment, training or education sector | ✓ | | A/I |
| A proven and consistent track record of new business development | ✓ | | I |
| Experience of working in a commercial sales role in a training, recruitment or consultancy environment. | ✓ | | A/I |
| The ability to manage a 360 sales process from initial prospect to close | ✓ | | A/I |
| Proven track record of initiating and managing high-level and influential external relationships. | ✓ | | A/I |
| Experience of using CRM systems. | | ✓ | A/I |
| Confident and professional manner – able to develop good working relationships / ability to work in partnership with people at all levels. | ✓ | | A/I |
| Ability to deliver outputs against demanding schedules and work to a set of Performance Indicators (PIs). | ✓ | | I |
| Highly organised and personally effective. | ✓ | | I |
| Exceptional verbal and written communication skills. | ✓ | | A/I |
| Excellent interpersonal skills | ✓ | | I |
| An understanding of the issues affecting veterans, early service leavers and those individuals with multiple and complex barriers to employment including young people. | | ✓ | A/I |

Additional Points to Note:

Whilst every endeavour has been made to outline all the duties and responsibilities of the post, a document such as this does not permit every item to be specified in detail. Broad headings therefore may have been used, in which case all the usual associated routines are naturally included in the job description.

It's important we keep this document up to date, so that everyone knows exactly what is expected of them and misunderstandings are avoided.

This job description can be changed but only in consultation with you, your manager and if you wish, your trade union representative.