# UNIVERSITY OF HERTFORDSHIRE

## JOB DESCRIPTION

**Post Title:** Business Development Coordinator – Degree Apprenticeships and Workforce Development

**Grade:** UH7

**Salary:** £32,004 - £34,956 p.a. (possible progression to £38,183 p.a.)

**Contract:** Full time, Permanent

**Responsible to:** Head of Degree Apprenticeships and Workforce Development (Business Development)

**Responsible for:** N/A

**1.** **PURPOSE**

To assist the Head of Degree Apprenticeships and Workforce Development (Business Development) in driving up and converting sales of our two existing Degree Apprenticeships (Digital Solutions from our School of Computer Science and Chartered Manager from the Hertfordshire Business School) and forthcoming Degree Apprenticeships across our other Schools, in order to meet the University’s challenging targets for increasing sales to businesses and the public sector. You will also support the sale and development of other Workforce Development and Continuing Professional Development solutions, such as Non Credit Bearing Short Courses, that the University offers.

**2.** **MAIN DUTIES AND RESPONSIBILITIES**

* To lead on bids such as public body procurement of apprenticeship training and to generate sales leads for the University’s Degree Apprenticeships
* To cross-sell other Workforce Development and Continuing Professional Development solutions and to support the Head of Degree Apprenticeships and Workforce Development as required
* Assist the Head of Degree Apprenticeships and Workforce Development Develop in the development of a holistic workforce development (CPD) offering to organisations and learners including supporting Learning and Computing Services implement an appropriate IT platform for a strong web presence and appropriate book and pay facility
* To identify, develop and cost appropriate Non Credit Bearing Short Course (NCBSC) solutions for clients with the relevant academic Schools and liaise closely with the Schools’ short course administrators to ensure delivery
* Identify market intelligence including opportunities for new apprenticeship programmes, and/or opportunities, for the University to deliver apprenticeships for employers whom the institution does not currently work with
* Support the development of content for apprenticeship promotion and marketing materials
* To demonstrate a proven track record of sales and partnership development (business to business)
* Ability to close sales and maximise the full value of opportunities
* Act as a key point of contact for relevant client enquiries entering the University, facilitating the appropriate response as promptly as is possible and ensuring that all enquires are followed up and referred to other interested parties within the University.
* Develop and maintain a close working relationship with the other key personnel engaged in business-facing and conversion activities to ensure an effective flow of information to all parties.

**As required:**

* To attend business facing events organised by UH and its partners or external organisations relevant to the University.

**3**. **SUPERVISION RECEIVED**

The Business Development Coordinator – Degree Apprenticeships and Workforce Development will report to the Head of Degree Apprenticeships and Workforce Development (Business Development) and receive support from the Deputy Director of Business Development.

**4**. **SUPERVISION GIVEN**

The post holder has no direct reports.

**5.** **RESPONSIBILITY FOR BUDGETS**

N/A

**6.** **CONTACTS**

Businesses, employers, and professional bodies in Hertfordshire, the UK and in some cases internationally; Hertfordshire Local Enterprise Partnership; Hertfordshire Growth Hub; other Apprenticeship Providers; Enterprise and Business Development contacts in UH, and those in Exemplas Holdings Ltd (the University’s Business Improvement subsidiary), Marketing & Recruitment Coordinators and other academic and professional support staff.

**7. OTHER**

This document outlines the duties required for the time being of the post entitled Business Development Coordinator – Degree Apprenticeships and Workforce Development to indicate the level of responsibility. It is not a comprehensive or exhaustive list and the Head of Degree Apprenticeships and Workforce Development (Business Development) or Deputy Director of Business Development may vary duties from time to time which do not change the general character of the job or the level of responsibility entailed.

## PERSON SPECIFICATION

**Post Title:** Business Development Coordinator – Degree Apprenticeships and Workforce Development

1. **Education and Qualifications Essential:**
* A good Honours Degree and/or equivalent professional qualifications and experience
1. **Work and Other Related Experience**

**Essential:**

* A proven track record of sales and partnership development
* High level skills in and sound understanding of business management, business development or education to business interface
* Account management experience
* Supporting the promotion and delivery of new products and/or services which meet market demand
* Non Credit Bearing Short Course development and/or delivery
* Experience in organising and giving presentations
* Experience in Customer Relationship Management tools and techniques
* Customer services experience
* Sound track record in taking personal responsibility for income and other sales-related targets
* Fully Information Technology literate

**Desirable:**

* Experience of working with or supporting Vocational Awards
* Prior experience of working in or with universities
* Experience of higher level or degree apprenticeships
* Familiarity with Skills Funding Agency rules and requirements
1. **Personal Qualities**
* Dynamic and facilitative with strong evaluative, analytical and negotiating skills
* Strong customer focus with a commitment to the provision of a high quality, professional service
* Effective team player, able to work collaboratively both with colleagues in the Business Development Unit and across the University and with external partners
* Excellent communication skills: both written and oral
* Good organisational and administrative skills
* Commitment, determination and drive to see projects through to completion by agreed deadlines
* Professionally presented
* Awareness of, and commitment to, the principles of Diversity at Work.

We are committed to providing a supportive environment. The university also provides an onsite childcare facility and child-centred holiday clubs.

Under current UKBA regulations, the University is unlikely to be able to get a work permit in respect of this post. We can therefore only accept applications from people who will have the right to work in the UK for at least one year from the date of appointment.

The University offers a range of benefits including a pension scheme, professional development, family friendly policies, child care vouchers, a fee waiver of 50% for all children of staff under the age of 21 at the start of the course, discounted memberships at the Hertfordshire Sports Village and generous annual leave.

**Additional Information:**

Closing Date: 16th December 2016

Interview date: January 2017 (TBC)

Expected start date: Early 2017

Annual Leave: 30 days plus standard public holidays and an additional 4 days including the closure of our office between Christmas and New Year