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# Waverley is an ambitious authority, committed to being one of the leading Councils in the country at a time of major change by developing a high performing, highly engaged staff team to share the organisation’s values and deliver our corporate objectives.

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| Job Description | |
| **Job Description** | **Business Development Officer** |
| **Service:** | Commercial Services |
| **Team:** | Waverley Training Services(WTS) |
| **Location:** | Memorial Hall, West Street, Farnham Surrey GU9 7EE |
| **Reporting to:** | Centre Manager |
| **Responsible for:** |  |
| Our Organisational Values | |
| **Openness** | In Waverley we value **openness and honesty** where **communication** is **clear and constructive** and actions are **transparent**. |
| **Excellence** | In Waverley we value **excellence**, working in a **consistent** and **professional** way to achieve the highest standards possible, taking the time to recognise and **celebrate success**. |
| **Fairness** | In Waverley we value **fairness and respect**, working with **integrity** to ensure that everyone is treated well and has **equal access** to the **opportunities** available. |
| **Team Work** | In Waverley we value **team work and collaboration**, with **approachable** staff **actively contributing** to our shared corporate goals. |
| **Taking Ownership** | In Waverley we value taking **ownership**, where everyone feels **personally committed** to issues at hand and is working towards a **positive outcome** |
| Principal purpose of the role | |
| * The overall purpose of the role is to promote the services of WTS, and the Apprenticeships they deliver. * To manage the relationship with current employers and the development of new ones. * Target and outcomes will be achieved by increasing customer satisfaction, the number of learners on apprenticeships and the number of employers that WTS has signed up to deliver to. | |
| Main duties and accountabilities | |
| 1. Achieve 20 new apprenticeship starts each month.  2. Deliver effective Information, Advice and Guidance (IAG) to employers and learners throughout the entirety of the apprenticeship.  3. Complete all of the induction paperwork for new Learners and initating of Learner files.  4. Carry out IAG one-to-ones with employers and learners, prior to signup.  5. Become an expert in the Apprenticeship Levy and a trusted advisor to employers in this regard.  6. Contribute to maintaining, improving and developing relationships with employers and learners.  7. To ensure performance and service levels agreements (SLA’s) are kept at a high level.  8. Monitor, approve and promote training on Department of Education, including the Digital Apprenticeship Service (DAS).  9. Attend quarterly meetings with employers.  10. Contribute to and oversee all applications to Dynamic Purchasing System’s (DPS) and bids for new business.  11. Monitor multiple procurement systems, to identify new business opportunities.  12. Super user for Identity and Access Management Service ("IdAMS") and Department of Education sites.  13. Oversee and arrange inductions for new apprentices with employers.  14. Allocate and upload new learners to the allocation sheet.  15. Identify new areas of business growth, through the delivery of new qualifications.  16. Contribute to the Register of Apprenticeship Training Provders (RoATP).  17. Contribute to the Marketing Plan for WTS.  18. Identify new areas of marketing in which to promote WTS’s service.  19. Ensure all advertising material is branded and up to date. Liaise with communications team to ensure this is done.  20. Attend careers fairs and promotional events on behalf of WTS and WBC.  21. Ensure Health and Safety checks and risk assessments are completed with employers.  22. Provide regular updates on business development to all WTS staff on a minimum of a monthly basis.  23. Train, promote and encourage all WTS staff to sell the services of WTS. | |
| Dimensions of the role | |
| * The Business Development Officer will play a key role in the development and delivery of the services provided by WTS, to all current and new employers, in conjunction with the business plan and USP’s. * The post holder will have significant contact with local businesses and employers within a 30 mile radius of WTS. | |
| Areas of Accountability/Problem Solving – Decision Making / Scope for Impact | |
| The postholder is required to:   * Achieve 20 new apprenticeship starts each month. * Be responsible for the delivery of the marketing plan. * Be an account manager for all employers. * Proactively identify, negotiate and secure new business. | |
| Planning/Organising/Controlling | |
| The Business Development Officer will be expected to:  1. Organise their own workload.  2. Manage a variety of tasks and projects at any one time and meet the deadlines.  3. Work with all private and public sector employers, to develop apprenticeship programmes.  4. Monitor and negotiate the costs of each apprenticeship, through IdAMS.  5. Provide regular verbal updates and written reports to the Centre Manager. | |
| Customers and Contacts | |
| Internal   * Centre Manager * Work Based Learning Manager   External  The Business Development Officer will be expected to work closely with employers within a 30 mile radius of WTS. | |
| Service/Team Structure | |
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**PERSON SPECIFICATION**

**Candidates must be able to demonstrate, with examples, all essential criteria within their application form to be shortlisted for this role.**

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|  | Person Specification | | |  |
|  | Essential criteria | How Assessed | Desirable criteria | How Assessed |
| Qualifications/ Education / Training / Experience | 5 GCSE’s A-C or 9-4 including English and Maths | **A / I** | Educated to Degree or HND level |  |
|  |  |  |  |
| Equivalent experience in a related field | **A / I** |  |  |
| **Knowledge /**Technical Skills | Experience of promoting and developing business | **A / I** | Experience of working with young people | **A / I** |
| Understanding of apprenticeships and how they work | **A / I** | Knowledge of ESFA and funding | **A / I** |
| Experience of Sales | **A / I** | Knowledge of Safeguarding | **A / I** |
|  | Good IT skills, including Word, Publisher, Excel and Powerpoint | **A /I** | Experience of Procurement, DPS’s and bid writing | **A / I** |
|  | Excellent understanding of the private and public sectors | **A / I** |  |  |
| Communication | Excellent verbal and written communication skills, with good attention to detail. | **A / I** |  |  |
| Excellent presentation skills | **A / I** |  |  |
| Ability to disseminate information to managers in verbal and written form | **A / I** |  |  |
| Customer Service | Understanding of and commitment to promoting equality and diversity in service delivery and employment. | **I** |  |  |
| Ability to take ownership of internal and external customer requests and  manage expectations to deliver excellent outcomes. | **A / I** |  |  |
| Ability to deal with sensitive / confidential issues and information | **A / I** |  |  |
| Team Working | Proven ability to work in a team and be a team player | **A / I** |  |  |
| Managing self and others | Ability to manage own caseload of work and meet deadlines, having to deal with conflicting priorities and multi-tasking. | **A / I** |  |  |
| Can do approach / Achieving results | Ability to support and encourage businesses to take on new apprentices | **A / I** |  |  |
| Ability to initiate contact with employers and secure business | **A / I** |  |  |
| Can constructively challenge existing practices and procedures to achieve better performance. | **A / I** |  |  |
| Special Requirements | For business continuity purposes, you are required to have access to the internet at home via broadband on a PC, laptop or tablet. | **A** |  |  |
| Ability to work flexibly to meet deadlines. | **A / I** |  |  |
| Valid drivers licence and DBS check | **D** |  |  |

**How assessed**

A = Application CV/Personal Statement

C = Certificates/professional Registration

D = DBS police check

E = Exercise

I = Interview

M = Medical assessment

**Basic Disclosure Clearance- Government Requirement for Accessing Council and Government Data**

To comply with the Public Sector Networks (PSN) “Code of Connection”, Waverley Borough Council, like other public organisations, need to undertake basic disclosure checks for unspent convictions only, in respect of those staff who will access our IT systems. As a result, a Police Act Disclosure form, together with Guidance Notes, will be sent to you if you are successful in the appointment of this post.

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| For Official Use only | | | |
| **Job title:** | Business Development Officer | **Post no:** |  |
| **Service:** | Communities | **JE score:** |  |
| **Team:** | Waverley Training Services | **Pay band:** | 7 |
| **Location:** | Memorial Hall, Babbs Mead, West Street, Farnham Surrey GU9 7EE | **Position type:**  (if part time, working pattern) | Full time – Fixed Term 12 months |
| **Competencies:**  **(level 1 – 4)** | Communication: | **2** |  |
| Customer Service: | **2** |
| Team Working: | **2** |
| Managing Self and Others: | **2** |
| Can do approach/Results: | **2** |

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| Reviewed By: | ***Adele O’Sullivan*** | Date: | 23/04/2025 |
| Checked in: | ***this…?*** | Date: |  |
| Last Updated: |  | Date: |  |