

Head of Client Engagement

Introduction to Learn Plus Us

Learn Plus Us is the trading name of Simply One Stop Limited; we are an Apprenticeship and Skills training provider, approved by the DfE/ESFA on the apprenticeship provider and assessment register (APAR). Our head office is in Barnet, however our training delivery covers all nine English regions. Founded in 2003, since 2009 we have been delivering Apprenticeships and Diplomas through the Advanced Learner Loans scheme and have held various other funding contracts. In March 2020 Learn Plus Us was acquired by the Angus Knight Group (AKG) and in February 2023 we merged the Apprenticeship division from Catch22 into Learn Plus Us.

Our **mission** is to empower individuals to learn, achieve and excel.

Our **vision** as a leading training provider, is to offer innovative and high-quality learning experiences. We support all learners to excel regardless of their background or prior attainment.

Our **intent** is to support learners to develop:

- A desire for lifelong learning.
- Personal growth which builds their knowledge, skills and behaviours.
- Pursue a successful career.
- Develop as individuals regardless of their background or starting point.

Furthermore:

- As part of our curriculum planning and sequencing we strive to provide an environment that is both nurturing and challenging.
- All learners can discover their own unique way of learning, while gaining the confidence and life skills to succeed.
- We understand that some of our learners' progress at different rates and therefore our curriculum is tailored and flexible.
- Apprentices aspire to attain the highest grades at end point assessment and our highly skilled and experienced Tutors provide stretch and challenge to ensure the best possible outcome for them.
- At Learn Plus Us we understand the importance of wellbeing, this is why we have a dedicated team of mental health first aiders, as well as a safeguarding team, all of whom support our colleagues and learners.
- Learners are encouraged to take ownership of their learning to promote positive outcomes.
- Building trusted and secure relationships with our learners and employers is key to achieving deep level involvement.

At Learn Plus Us our aim is to have an impact on local communities as well as individuals. We will achieve this through our social value work with housing associations, local councils and charities, by providing wider opportunities to residents, service users and the community.



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Reports to: Operations & Quality Director

Meet or surpass the agreed budgets by effectively leading and managing the Senior Client Engagement Consultants (SCEC). This will be measured through key performance indicators (KPIs) such as sales revenue, sales volumes, repeat business, client retention and employer satisfaction. The development and implementation of the employer engagement strategy is also a key success factor.

As part of the Senior Leadership Team (SLT) you will work collaboratively across the business, deputise for the OQD as required, represent the business at internal and external meetings and events and adopt a proactive approach to support the Executive team to drive business performance and plan for the future.

Key success factors will include:

- Continuous quality improvement which underpins the business functions. Equally as the business expands and develops into new areas, quality must be an implicit part of project plans and implementation.
- Be an expert on Apprenticeship Standards, providing IAG to internal and external stakeholders, ensuring programme content used across the organisation is aligned to the standard and is evaluated to ensure effectiveness.
- Working collaboratively across departments, particularly closely with vocational tutors to ensure the curriculum is followed, understood and current.
- All teaching and learning based activities meet the needs of the learner and employer, are aligned to the curriculum, as well as internal and external quality and audit requirements
- Driving up attendance levels to planned training sessions
- Improvement on EPA outcomes

Responsibilities

1. Strategic Planning

- Business plan and business sector focus
 - Take ownership of the employer engagement strategy
 - Support the Operations & Quality Director (OQD) to develop, cascade and implement the annual business planning cycle, using historic quantitative and qualitative internal and external information, and considering AKG strategies and priorities
 - Provide monthly updates aligned to the Executive reports and meeting cycle.
 - Work with peers across the Group to share ideas and develop collaborative ways to maximise business opportunities
- Budget and forecasts
 - Work closely with the OQD, MI & Contracts Director (MICD) and finance team to agree annual budgets and quarterly re-forecasts
 - Meet or exceed budgets and forecasts
 - Manage financial performance through the effective implementation of sales KPIs and specific performance targets, including conversion rate and time to convert
- Growth
 - Identify and propose new high growth sectors for Apprenticeships and Advanced Learner Loans
 - Identify and propose new partnership and subcontracting opportunities
 - Support the development and implementation of a Commercial (fee paying) skills training offer

2. Operational Management

- Contract measures
 - Support the achievement of a full set of Green reports on the Apprenticeship Accountability Framework dashboard (produced by DfE) ; withdrawals, off the job training, employer satisfaction
 - Meet sales profiles, milestones and quality indicators of new and existing contracts, including Advanced Learner Loans
 - Meet or exceed internal performance KPIs
- Sales and account management
 - Set sales targets that align to the budget, are sufficiently stretching, whilst being achievable, consider the proportion of new sales verses repeat business from existing accounts and closely monitor, manage and report
 - Support team members with proposals and pitches for new business, employer contracts, IAG/TNA and cohort planning
 - Monthly timely lead to conversion as a new 'start' - week 1: 35%, week 2: 30%, week 3: 25%, week 4: 10%
 - Rolling 3-monthly pipeline planning, working with Operations to understand resource and capacity
 - Support the team by working collaboratively with Learner Engagement team to provide an excellent recruitment and matching service for clients
 - Work with the Marketing and Design team to develop generic and client bespoke collateral for all stages of the relationship
- Quality and Compliance
 - Ensure compliance with relevant funding rules and internal policy, processes and procedures
 - Deliver a high quality and responsive service to clients and learners, leading to high satisfaction levels – encourage clients to submit positive 4 star feedback on the Apprenticeship DAS and to complete reviews on Google and Trust Pilot
 - Work with employers, learners and the Marketing Manager to source and develop engaging case studies
 - Adopt an approach that has continuous improvement embedded within your team and support the wider business to achieve and retain a minimum Ofsted grade 2

3. Team Leadership

- Staff engagement
 - Work with the OQD to develop and drive staff engagement, retention and wellbeing strategies
 - Adopt a leading role with our people and culture strategies, ensuring the values are integrated and lived in our everyday working lives and interaction with colleagues, learners, employers and stakeholders
 - Work with OQD to develop, implement and monitor an annual training for your team
- Performance management
 - Lead by example delivering impactful and engaging annual PDRs and monthly one to ones, which are data and quality driven

4. Stakeholder Management:

- Develop effective relationships with
 - Lead referral organisations
 - Key account clients
 - Network leaders and attendees
 - Partners
- Adopt a proactive approach to the management of internal business relationships across the group

Key relationships

Internal

- LPU: Senior Leadership Team (SLT)
- LPU: Executive Directors, Quality & Curriculum Leads, Leaner Engagement Team, Operations Managers
- Intuitive Thinking Skills: Peter Bentley
- Jobs 22: Head of Employer Engagement, Regional Operations Managers
- AKG UK: Head of Marketing and Communications, HR team

External

- SoPro and other routes to sales and referrals
- Employer clients
- Relevant networks

Essential Experience, Skills, and Knowledge

- Experience of:
 - SLT level sales management roles within the apprenticeship and skills sector.
 - supporting the implementation and delivery of strategic business plans and annual budgets.
 - developing and managing external stakeholder partnerships and relationships.
 - leading teams to meet sales KPIs and targets.
 - using data to drive team performance and inform decision making.
 - implementation of growth strategies.
- A proven track record of:
 - winning business from proposals and pitches.
 - problem solving.
 - motivating sales team members to drive performance improvement.
 - mobilisation of the employer engagement/sales for new contracts.
- Highly effective communication skills; verbal, written, presenting and negotiating with impact and the application of influencing techniques.
- Strong analytical, critical thinking, quick decision making and problem-solving skills.
- Able to excel in high-pressure situations.
- Excellent organisational and leadership skills.
- A team player.
- A basic knowledge and understanding of ESA (DfE) funding rules.
- Proficient Microsoft Office user, with good Excel skills.
- Leadership and/or management qualification at level 3 or above.
- English and maths as a minimum GCSE grade C or equivalent.
- Holds a UK driving license, prepared to travel for business.
- Has a suitable work area to enable effective working from home arrangements.

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Desirable Experience, Skills and Knowledge

- A proven track record of
 - Successful bids and tenders.
 - Effective contract management.
- An IAG qualification.
- Project management skills.
- Expert Microsoft user with advanced Excel skills.
- Experience of Ofsted inspections and a good understanding of the EIF.
- A level 5 qualification in leadership and management.