

Job Description - Client Engagement Consultant v1 Oct24

Reports to: Head of Sales and Marketing

Direct Reports: n/a

Delegated Authority Level: none

Job Purpose

The primary purpose of this role is to work with the Senior Client Engagement Consultant (SCEC) for your sector to jointly meet or exceed the company sales targets in your sector. This will be achieved by working seamlessly with your SCEC and effective collaboration with colleagues from the Sales, Enrolment and Operations teams. Additionally effective and efficient use of electronic systems used for tracking the progress of leads and pipeline, is a vital part of communication between teams and subsequent successful onboarding.

You will work with employers of all sizes, in most cases taking responsibility for the end to end sales activity for non-levy small employers and working collaboratively with your SCEC to support the sales and enrolment process for large levy paying employers.

The role and relationship with the SCEC will encompass on the job training and development, you will have the opportunity to work with an experienced professional, who will be your mentor and support you with research and sales techniques and sector specific knowledge. As you progress on your journey you will have opportunities to gain experience in all aspects of sales and account management, with the end goal being a promotion to SCEC with a new CEC to work with you.

A key success factor is to have passion about your sector and share the core community centric values of the business. As part of AGK, we aim to make a difference and add value beyond the achievement of a qualification and/or apprenticeship.

1. New Business Development

a. Sales Channels and Partnerships

- i. Identify sales channels to develop new client relationships and new business.
- ii. Adopt an outward facing approach, identifying potential partnerships that could yield new business in your sector.
- iii. Build a network of relevant contacts to support the new client sourcing.
- iv. Attend relevant conferences and careers fairs to generate new business.

b. Apprenticeships: Levy and Non-levy

- i. Carryout the end to end sales process for non-levy employers, working closely with the Enrolment team.
- ii. Work with the Enrolment team to ensure Levy transfers are allocated to the correct doner and the correct doner processes are followed.
- iii. Support the SCEC with the management of cohort sales and enrolment, including areas such as scheduling, employer IAG, initial conversations with potential learners/apprentices and updating systems.
- iv. Working with your SCEC to meet or exceed new business sales targets.
- v. Support the SCEC with the completion of Training Needs Analysis (TNA).
- vi. Promote our apprenticeship matching service.
- vii. Work with the SCEC and Marketing team to produce engaging business proposals and presentations, with the objective of securing new business.
- viii. Work with the marketing and design team to develop branded marketing resources.
- ix. Refer high quality learner starts that support the business to minimise early leavers and maximise timely achievements.

c. Commercial and Advanced Learner Loans

- i. When talking to employers about Apprenticeships, ensure that you introduce relevant commercial and / or Advanced learner Loans.
- ii. Identity and collate common requests for commercial training in your sector, to inform new offers.

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- iii. Promote LPU's ESOL programmes.
- iv. Support the SCEC by working with with the client to plan cohorts for commercial courses.
- v. Work with the marketing and design team to develop branded and dual branded marketing resources.

2. Account Management

a. Account Management

- i. Proactively manage any accounts you are allocated, ensuring high satisfaction levels are maintained and to maximise sales opportunities.
- ii. Support the SCEC with the management of large accounts, as required.
- iii. Work closely with the relevant Operations Manager to collaboratively review account performance and meet with clients.
- iv. Adopt a proactive approach to the development of case studies.
- v. Adopt a proactive approach to the nomination for employer and learner of the month.
- vi. Encourage Apprentices and their employers to complete the satisfaction score on the Apprenticeships Service.
- vii. Encourage employers and learners to complete a Trust Pilot or Google review.

3. Quality and Compliance

- a. Ensure clients are engaged and have a full understanding of their commitments, through effective and robust information, advice and guidance.
- b. Ensure learner referrals are high quality, result in low levels of early leaver and high levels of achievement.
- c. Ensure all data entry meets internal and external requirements.
- d. Keep up to date with relevant funding rules, including, but not exclusively eligibility and suitability.
- e. Ensure employer contracts are in place and current for all your employer clients.
- f. Ensure a client IAG has been fully completed with all employers.
- g. Work closely with your employer clients to support them to manage the various stages of the DAS and wherever possible gain approval for LPU to manage the data input on their behalf.
- h. Where required ensure that health and safety requirements have been met, in particular for learners under the age of 18 or those with a disability or declared ill health.
- i. Ensure suitable safeguarding arrangements are in place for learners under the age of 18 and vulnerable adults.

Essential Qualifications, Knowledge, Skills and Experience

This is a home-based role; however, you will be expected to travel to meet with clients and colleagues, attend events and company meetings. The role holder will be required to have a driving licence and be able to have access to a car with business use insurance, for business purposes.

Essential

- Experience of:
 - developing external business relationships
 - consultative sales ideally in the skills/apprenticeship sector or one of our vocational sectors
- A proven track record of:
 - winning new customers
 - effective account management to generate a continuous flow of new starts
 - problem solving
 - meeting or exceeding targets
- Highly effective communication skills
- Results and solutions driven
- A team player
- A basic knowledge and understanding of ESFA funding rules
- Proficient Microsoft Office user
- English and maths as a minimum GCSE grade C or equivalent

Desirable

- Completing organisational TNAs with clients
- Developing business proposals
- Positive outcomes from business proposals
- Developing and delivering business pitches and presentations
- Project management skills
- Experience of marketing and design

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