

## Job Description - Senior Client Engagement Consultant v3 Jan25

**Reports to:** Head of Sales and Marketing

**Direct Reports:** n/a

**Delegation Authority level:** 9

### Job Purpose

The primary purpose of this role is to meet or exceed the company sales revenue targets for apprenticeships, commercial and other funding streams in your sector. This will be achieved by adopting a consultative approach with clients and working closely with the relevant colleagues from Quality and Operations to develop bespoke programmes that are aligned to clients identified training needs. As a Senior Client Engagement Consultant your primary target audience will be large employers who are apprenticeship levy payers. You will develop new business relationships and manage your accounts to ensure targets are met and there is a continuous flow of new employer opportunities and accounts are well managed to achieve regular repeat business.

As part of the management team, you will work with peers to ensure the service offer meets and exceeds client expectations, support Operations to resolve delivery issues, work with the Learner Engagement Specialists to achieve targets and remove barriers and bring new ideas to the table. Additionally, you may be required to take on the role of mentor for Client Engagement Consultants, supporting them with research and sales techniques that assist them to generate learner starts in their sector.

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

## 1. New Business Development

### a. Procurement Opportunities

- i. Identify procurement opportunities that are aligned to our sectors and strategic priorities.
- ii. Work collaboratively with the central growth/bids team, supporting them to progress such opportunities.

### b. Sales Channels, Partnerships and Subcontracting

- i. Make effective use of a range of 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. Maximise networks to identify subcontracting opportunities that LPU might be interested in exploring.
- iv. Work closely with the marketing team, to plan and deliver a joined up approach to marketing and sales campaigns.
- v. Maximise the impact of our USP – the 'Wrap Around Support Service'.
- vi. Attend relevant conferences and careers fairs to generate new business.

### c. Apprenticeships: Levy and Non-levy

- i. Meet or exceed new business sales targets.
- ii. Target larger levy paying employers to develop long-term sustainable relationships.
- iii. Adopt a consultative approach, looking beyond just apprenticeships, but at the wider business training and development needs; carryout a Training Needs Analysis (TNA).
- iv. Promote our apprenticeship matching service.
- v. Produce engaging business proposals and presentations, with the objective of securing new business.
- vi. Work with the client to develop programmes and plan cohorts of new apprenticeship starts.
- vii. Work with the marketing and design team to develop branded marketing resources.
- viii. Work with Quality and Operations to make agreed adaptations to the core curriculum.
- ix. Refer high quality learner starts that support the business to minimise early leavers and maximise timely achievements.
- x. Work closely with employers and the Learner Engagement team to ensure that the Levy transfer process runs smoothly and delays are avoided.

## d. Commercial and Advanced Learner Loans

- i. Linking to 1.c.iv and 1.c.vi, ensure that all commercial opportunities are fully explored and included for further discussion as part of the business proposal.
- ii. Identify common requests for commercial training in your sector.
- iii. Promote LPU's ESOL for Work programmes.
- iv. Linking to 1.c.iv and 1.c.vi, ensure that when appropriate Advanced Learner Loans opportunities are explored and included for further discussion as part of the business proposal.
- v. Work with the marketing and design team to develop branded marketing resources.
- vi. Work with Quality and Operations to make agreed adaptations to the core curriculum.

## 2. Account Management

### a. Account Management

- i. Proactively manage your accounts to ensure high satisfaction levels are maintained and to maximise sales opportunities.
- ii. As a minimum formerly review progress towards the objectives agreed from the TNA and business proposal half-way through and at the end of cohort 1, if any changes are required discuss these with the relevant Operations Manager.
- iii. Hold account management meetings at agreed intervals, working closely with the relevant Operations Manager to collaboratively review account performance and meet with clients.
- iv. Continue to plan new cohorts.
- v. New TNAs may be required as the clients' business needs change; adopt a supportive approach to keep clients engaged in the process.
- vi. Encourage clients to hold certificate presentations and celebrate success internally and externally.
- vii. Adopt a proactive approach to the development of case studies.
- viii. Adopt a proactive approach to the nominations of employer of the month.
- ix. As appropriate promote LPU's ESOL for Work Programmes and apprenticeship matching service.

## 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 high conversion rates, low levels of early leaver and high levels of achievement.
- c. Adopt a proactive approach to getting employers to complete positive Trust Pilot reviews and as a minimum obtain 2 'excellent' reviews a month on 'Find an Apprenticeship'.
- d. Ensure all data entry meets internal and external requirements.
- e. Keep up to date with relevant funding rules, including, but not exclusively eligibility and suitability.
- f. Ensure employer contracts are in place and current for all your employer clients.
- 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. Support the Learner Engagement team with Training Plans as and when required.
- i. Ensure that each employer has a completed and current health and safety assessment.
- j. 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 high-level external partnerships and relationships
  - consultative sales ideally in the skills and apprenticeship sector
  - completing organisational TNAs with clients
  - developing business proposals
  - developing and delivering business pitches and presentations
- A proven track record of:
  - positive outcomes from business proposals
  - winning new large employer business
  - 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 DfE/ESFA funding rules
- Proficient Microsoft Office user
- English and maths as a minimum GCSE grade C or equivalent

### Desirable:

- Project management skills
- A proven track record of successful bid / tender writing; self-writing or managing the function
- Experience of marketing and design
- Expert Microsoft user with advanced Excel skills

### **Benefits**

- Holidays – 26 days per annum, + 1 after 2 years, + 1 day after 4 year + a bonus at year 5, + bank holidays
- Buy & Sell holiday scheme
- Enhanced sick pay scheme
- Employee assistance package
- Pension 3% company contribution, 5% individual
- New employee referral bonus scheme
- Reward Gateway - Engage
- Gymflex
- Life assurance - 2 x annual salary
- Cycle to Work scheme
- Volunteer scheme to follow later this year
- Base location - home
- Expenses and mileage – 45ppm and normal business expenses such as car park, training tickets
- Commitment to staff T&D/CPD