

JOB AND PERSON DETAILS

POST TITLE:	Sales and Training Adviser
LOCATION:	Tyro Training, Skipton (Multi-site)
CONDITIONS:	Administrative, Professional, Technical & Clerical
HOURS:	37 hours per week
GRADE/SALARY:	APT & C Scale 4 / 5 (points 18 – 23) £17,402 - £20,457 per annum
RESPONSIBLE TO:	Business Development Manager
SPECIAL CONDITIONS:	<p>This position is subject to probationary period of 6 months, upon successful completion of which the position will become permanent</p> <p>A full enhanced disclosure via the Disclosure and Barring Service will be required for this post</p>
CLOSING DATE:	Monday 26 February 2018 - midday
INTERVIEW DATE:	TBC
POST NO:	B854

BACKGROUND INFORMATION:

Tyro Training is the employer engagement arm of Craven College offering business training, research and consultancy services to a variety of organisations across a wide geographical area. This is a key role in the promotion of these services.

If you experience any difficulties in accessing any employment information or completing the College application form please contact Clare Baker (Assistant Human Resources Manager) at cbaker@craven-college.ac.uk for assistance.

JOB SPECIFICATION

MAIN JOB PURPOSE

To develop strong links with employers, individuals and other stakeholders, meeting their needs by arranging the provision of high quality training and consultancy services, and maximising income by promoting the range of training products available through Tyro Training and the College, and marketing their benefits.

KEY DUTIES AND RESPONSIBILITIES

This job description is a guide to the duties you will be expected to perform immediately on your appointment. These may change in the future in line with the strategic direction and development of the College.

- To plan and undertake promotional activity and marketing campaigns through visits, telephone and email;
- To develop a programme of regular outbound contact (predominantly via telephone) - with employers, using and extending the Tyro Training database in order to: -
 - Assist them in identifying training needs within their organisation;
 - Promote the services and facilities of Craven College and Tyro Training;
 - Promote education and training;
 - Respond effectively to the training needs of employers.
- To maximise income through a proactive response to enquiries from individuals and employers as required, providing advice and guidance on relevant training programmes;
- To be conversant with Tyro Training portfolio/product knowledge and possible employer subsidies;
- To ensure course booking and associated administration work takes place effectively, increasing efficiency, building relationships with employers and generating income, working in partnership with other Tyro Training staff as required;
- To co-ordinate specific project activity as directed by the Business Development Manager, including eligibility checks and completion of learner and employer funding paperwork;
- To provide market research and performance information as required to inform the development and promotion of training services at Tyro Training;
- To monitor activity and report as appropriate to the Business Development Manager;
- To maintain accurate records and data as required to inform the effective promotion and tracking of services delivered;
- To participate in the College's Appraisal Scheme and undertake further professional development in line with the needs of the College;
- You will be expected to be fully conversant with and implement the college's range of equality and diversity and safe guarding policies and procedures, to ensure the health, safety and welfare of all learners and staff;
- Any other duties commensurate with grade and status as may reasonably be requested.

PERSON SPECIFICATION

The person we are hoping to appoint will meet all the following essential requirements and some or all of the desirable requirements.

ESSENTIAL REQUIREMENTS

- Qualified to at least "A" level standard or equivalent with recent experience of a similar role;
- Experience of sales/marketing activity;
- Experience and knowledge of the needs of business in relation to the training and development of staff;
- Broad understanding of education and training, and how these relate to business needs;
- Excellent and confident telephone manner with experience of sales/telesales and/or promotional activity and enthusiasm to deliver effective telesales activity;
- Ability and confidence to put forward new ideas and work on own initiative;
- Excellent organisational and administrative skills;
- Literate with report writing expertise;
- Excellent interpersonal skills and the ability to communicate effectively at a range of levels;
- Ability to function effectively and willingness to work flexibly as part of a team;
- Proven ability of working to a consistently high standard under pressure, to meet pre-determined deadlines and targets;
- Understanding of the necessity for appropriate quality assurance procedures to maintain high standards of service and provision;
- Computer literate with working knowledge of ICT;
- Willingness and ability to undertake further training and development;
- Access to an appropriately insured vehicle and hold a clean, current driving licence.

DESIRABLE REQUIREMENTS

- Recent relevant business/commercial experience;
- Experience of dealing with employers, including small and medium sized organisations.