

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 18-25) £17,402 - £21,806 per annum
RESPONSIBLE TO:	Business Development Manager
SPECIAL CONDITIONS:	This position is subject to probationary period of 6 months, upon successful completion of which the position will become permanent A full enhanced disclosure via the Disclosure and Barring Service will be required for this post
CLOSING DATE:	Monday 23 April 2018 - midday
INTERVIEW DATE:	TBC
POST NO:	B860

BACKGROUND INFORMATION:

Tyro Training is the commercial centre of Craven College, offering business training, research and consultancy services to a variety of organisations across a wide geographical area. We are searching for an enthusiastic, high-energy Sales and Training Adviser who has the talent to recognise and open up new sales opportunities, promoting the services of Tyro Training, turning leads into long-lasting business relationships with employers. Do you have the appetite for this challenging and exciting role? Craven College offers an excellent employment package including a contributory pension scheme and staff benefits.

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 promote and sell the range of Tyro Training services to new and existing employers and other stakeholders to meet their specific needs and maximise value; and assist in the development of sales strategies to maximise income.

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 promote and sell the diverse range of Tyro Training products and services, planning and undertaking promotional activity and marketing campaigns through visits, telephone and email;
- To develop a programme of regular outbound contact with employers and other stakeholders (predominantly via telephone) - maintaining and extending the Tyro Training customer database in order to:
 - Assist organisations in identifying education and training needs;
 - Provide support for clients in learning about and satisfying organisational needs;
 - Promote additional training services and products Craven College and Tyro Training can offer;
 - Present and demonstrate the value of products and services to prospective buyers;
 - Recognise opportunities and turn leads into long-lasting business relationships and partnerships
 - Recommend services that will maximise value;
 - To follow up with clients to ensure their needs are being met
- To provide advice and guidance on relevant training programmes and services in order to maximise income through a proactive response to enquiries from individuals and employers;
- To develop an extensive product knowledge of Tyro Training portfolio and keep up to date with industry trends in order to fully maximise sales opportunities;
- To work in close conjunction with the Business Development Manager and Tyro Training team to ensure communication, course bookings and associated administration is carried out efficiently and effectively to maximise customer satisfaction;
- To assist the Business Development Manager with specific sales project activities as required;
- To provide accurate records, data and reports of market research and performance information, tracking activities and training delivery, to the Business Development Manager, to inform future development and promotion of Tyro Training services;
- To assist the Business Development Manager in the analysis of data to identify trends and new sales opportunities;
- To assist the Business Development Manager in the development of sales strategies to maximise income;

- 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 relevant sales/marketing experience;
- Enthusiastic and passionate about client sales and enhancing the buyer experience;
- A broad understanding of education and training and how this relates to staff training and development business needs;
- Excellent and confident telephone manner with experience of sales/telesales and/or promotional activity;
- Drive and confidence to put forward new ideas and work on own initiative;
- Excellent organisational and administrative skills;
- Strong time management skills;
- Excellent verbal and written communication skills;
- Excellent interpersonal and presentation skills with the ability to understand client needs and handle the negotiation process;
- Multi-tasker, adaptable, with a "can do" approach;
- Ability to function effectively and 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;
- Good computer skills, including ICT and Client Management software;
- Willingness and ability to undertake further training and development.

DESIRABLE REQUIREMENTS

- Recent relevant business/commercial experience;
- Experience of dealing with employers, including small and medium sized organisations;
- Access to an appropriately insured vehicle and hold a clean, current driving licence.