
Post Title	Senior Sales and Training Advisor
Location	Craven College, Skipton (Multi-site)
Rate of pay	APT & C Scale 6, point 28 £24,050 pa plus £1,500 performance related pay.
Hours	37 hours per week
Responsible to	Business Development and Training Manager
Special Conditions	<p>Due to the nature of this position applicants must be prepared to work some unsociable and flexible hours (to include occasional evening work) and have access to an appropriately insured vehicle and hold a current, clean driving licence</p> <p>This position is subject to a probationary period of 6 months upon successful completion of which the position will become permanent</p>
Closing Date	Sunday 23 June 2019
Interview Date	Mon 24 – Tues 25 June 2019
Post No.	B902

If you experience any difficulties in accessing any employment information or completing the College application form, please contact Lindsay Smith (Human Resources Assistant) lsmith@craven-college.ac.uk

BACKGROUND INFORMATION

This new post is part of Craven College's ongoing investment in business and community development, working with a successful and innovative team to optimise delivery, prepare for new opportunities and ensure excellent service is delivered to all our customers.

MAIN JOB PURPOSE

To coordinate the sales team at the Tyro Skipton centre, leading on the promotion of Tyro products and services to employers and stakeholders, developing strong working links with key employers, and identifying training needs and potential developments in order to maximise College 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 conduct a regular programme of outbound sales activity and campaigns to achieve monthly and annual income targets;
- Regularly monitor performance of the team with regards to agreed KPIs in terms of income and activity, putting in place appropriate interventions and action plans in order to maximise performance;
- To coordinate the Sales team within the Skipton centre to conduct outbound sales activity, establishing and developing a programme of regular contact with employers and partners;
- To feed in market trends and training/development needs to the Tyro Management team in order to support the development of new products and services;
- To continuously develop working links and partnerships with employers, industry, other external organisations and stakeholders, build long term working relationships and successfully provide appropriate services to meet the needs of employers and their staff;

- Support the Business Development and Training Manager and Business Development Manager - Scarborough in determining sales strategies to promote new products and maximise income from the existing and new customer bases;
 - To utilise and extend the Tyro database / CRM in order to develop client relationships and:
 - Assist employers in identification of training needs within their organisation
 - Promote the services and facilities of Craven College and Tyro
 - Promote Workplace Learning and Apprenticeship provision;
 - To maintain awareness of funding availability, eligibility and current priority agendas, in order to support employers and maximising College income;
 - To assist the Business Development and Training Manager in directing the route to market for a range of marketing/promotional activity to include e-newsletter, development of web-portal, development of materials, telesales, direct contact and other as appropriate;
 - To share and act upon market research information; providing and promoting appropriate training and services to meet the needs identified above, increasing understanding of demand, market and impact;
 - Contribute to the costing and pricing of products to ensure Tyro's offer remains competitive while achieving income and contribution targets;
 - To liaise effectively with employer representatives, external bodies and other Colleges, and to represent the College at external meetings where appropriate;
 - To participate in the College's Appraisal scheme and undergo further professional development in line with the needs of the College;
 - You will be expected to be fully conversant with 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.
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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 minimum level 3 (A level standard);
- Recent relevant business and sales/marketing experience with sound understanding of business development techniques and effective client relationship management;
- Numerate, with an understanding of costing and pricing techniques;
- Computer literate, with the ability to use word processing, database and spreadsheet packages and knowledge of new information learning technologies;
- Experience of dealing with employers, including small to medium sized organisations, large employers, public sector organisations and the voluntary sector;
- Awareness of regional and national employment market trends and training needs;
- Ability to coordinate team work activities and successfully motivate others;
- Excellent interpersonal skills including a pleasant and persuasive telephone manner;
- Ability to function effectively as part of a team;
- Excellent organisational and administrative skills;
- Ability and confidence to put forward new ideas and work on own initiative;
- Proven ability to manage sizeable projects working to a consistently high standard under pressure, to meet pre-determined deadlines and targets;
- Willingness and ability to work flexibly to meet the needs of the business;
- Willingness and ability to undertake further training and development.

DESIRABLE REQUIREMENTS

- Experience of working in Further Education;
 - Teaching qualification and experience;
 - Proven experience in successfully managing a team;
 - Knowledge of the York and North Yorkshire sub-region.
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