

# Job Description

## Client Engagement Manager (HTQs, Credit-Bearing Professional Skills Short Courses and Apprenticeships)

**Faculty/Directorate: Extended Education Unit**

**Grade:** **G**

**Role profile:** **SMG1**

**Full time** **(37 hours per week)**

**Permanent**

<b>Duties of the role</b>	
<b>Overall purpose of the role</b>	<p>The Client Engagement Manager will identify and develop new business opportunities to grow numbers on HTQs, credit-bearing professional skills short courses and apprenticeships offered by De Montfort University. This role will report to the Head of Higher Technical Education and Professional Skills and aims to support growth in DMU's extended education portfolio and improve profitability through strategic partnerships and new income streams.</p>
<b>Main duties and responsibilities</b>	<p><b>KEY RESPONSIBILITES</b></p> <p><b>Business Development</b></p> <ul style="list-style-type: none"> <li>Creating and developing business opportunities by proactively targeting new employers/new sectors and self-funders (through the Lifelong Learning Entitlement) and meeting annual employer engagement targets.</li> <li>Seeking repeat business from proactive engagement with existing employer partners, with a focus on widening participation</li> <li>Ensuring a consistent, ongoing pipeline to achieve annual recruitment targets for HTQs, credit-bearing short courses and apprenticeships</li> <li>Following up on leads generated from a variety of sources (e.g. from employer events, website driven leads, leads from Enquiries Team and careers fairs etc.)</li> <li>Supporting the Head of Higher Technical Education and Professional Skills in applying for tender opportunities</li> <li>Contributing to the development and continuous improvement of the employer engagement and recruitment service within the Extended Education Unit</li> <li>Using data analysis and market intelligence to inform engagement strategies and service developments.</li> </ul> <p><b>Marketing and Promotion</b></p> <ul style="list-style-type: none"> <li>Sixth form and college liaison to promote HTQs and Apprenticeships as progression routes.</li> <li>Promotion at Careers Fairs and other events</li> <li>Supporting the Head of Higher Technical Education and Professional skills in organising employer events and activities to promote the university's HTQ, Short Course and Apprenticeship portfolio</li> </ul>

<b>Duties of the role</b>	
	<p><b>Additional duties</b></p> <ul style="list-style-type: none"> <li>• The post holder may be required to perform duties other than those given in the job description for the post commensurate with the job grade as reasonably required from time to time. The post holder is required to keep up to date with the Skills England Funding Rules and relevant Government publications in relation to Higher Technical Qualifications, the Lifelong Learning Entitlement, the Industrial Strategy and Skills England priorities, ensuring compliance with both external Skills England requirements and internal DMU processes and quality standards.</li> <li>• The post holder will treat all DMU staff, students, contractors, partners and visitors with dignity and respect. Provide a service that complies with the Equality Act 2010, eliminating unlawful discrimination, advancing equality of opportunity and fostering good relations with particular attention to the protected characteristics of age, disability, gender reassignment, marriage and civil partnership, pregnancy and maternity, race, religion or belief (or none), sex and sexual orientation.</li> </ul>

# Person Specification

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<b>Area of responsibility</b>	<b>Requirements</b>	<b>Essential or desirable</b>	<b>*Method of assessment</b>			
			<b>A</b>	<b>I</b>	<b>T</b>	<b>D</b>
<b>Qualifications &amp; Training</b>	Degree	Essential	x			x
	GCSE English and Maths (Grade C/4 or above, or equivalent)	Essential	x			x
<b>Previous Work Experience</b>	Professional experience in a business development/sales-related role (5+ years)	Essential	x	x		
	Proven track record in hitting recruitment targets, preferably in an education setting	Essential	x	x		
	Proven track record in developing and maintaining strategic partnerships	Essential	x	x		
<b>Specific Knowledge/Skills /Abilities/ Motivation/ Attitude Required</b>	Development and maintenance of excellent employer relationships, demonstrating a proactive approach	Essential	x	x		
	Substantial experience in apprenticeships or vocational training, including detailed knowledge of the Skills England funding rules	Desirable	x	x		
	Strong understanding of apprenticeship funding and the Growth and Skills Levy	Desirable	x	x		
	Strong understanding of the Lifelong Learning Entitlement and skills-based education (including Higher Technical Qualifications and Credit-Bearing Professional Short Courses)	Desirable	x	x		
	Excellent sales and negotiation skills, with demonstrable experience of exceeding targets	Essential	x	x		
	Strong organisational skills with the ability to prioritise tasks effectively.	Essential	x	x		
	Ability to inspire confidence and build rapport with stakeholders.	Essential	x	x		

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			A	I	T	D
	Flexible and adaptable to changing priorities	Essential	x	x		
<b>Additional Requirements</b>						
<b>Our Values and Behaviours at DMU</b>						
<b>We are Collaborative</b> – we work together to get things done	We support each other to achieve joint outcomes We understand how our work contributes to DMU We are aware of our personal impact on others	Essential	x			
<b>We are honest and Compassionate</b>	We are open, honest and caring We work on a trust basis We hold ourselves accountable for our actions	Essential	x			
<b>We are innovative and Creative</b>	We constantly strive for better We challenge bureaucracy and explore digital solutions We are innovative and creative	Essential	x			
<b>We are a community</b> – we value and champion difference	We embrace alternative views We treat others with respect We tackle inequalities	Essential	x			