

Job Description

# Role Title: Business Engagement Adviser - Skills

# Specialist Skills Support Programme

# (York, North Yorkshire and East Riding)

This role is part-funded by the European Social Fund (ESF).

**Salary Range: £29,172 - £35,877 (Scale 033-040)**

Full time (37 hours per week) and Fixed Term to 31st July 2022

(subject to continuation of funding and with the possibility of an extension).

The post will be based in York with regular home working and is 100% assigned to this project.

Significant travel across the York, North Yorkshire and East Riding area is required, with occasional travel to other regions.

**Project Overview:**

The Specialist Skills Support Programme is an ambitious project, which targets and supports Small and Medium Enterprises (SMEs) who are looking to increase their capacity by addressing issues preventing recruitment of skilled labour and retention of existing skills within the business. We offer businesses a subsidised and bespoke programme of activity that may include one or more of the following:

* Bespoke succession planning programmes with individual SMEs to support retention of older workers and opportunities for upskilling, including innovative coaching and training solutions to address current and future shortfalls in skilled labour due to an ageing workforce.
* Consultancy support and advice to improve HR processes to enable SMEs to attract and retain people from a wide labour pool including those from disadvantaged groups, interns and graduates and enable the employers to identify and develop talent within their business.
* Support to businesses to enable them to take advantage of opportunities presented by changing national and international markets.
* Training for employees who are either on in-work benefits, newly recruited, female, aged 50+ or graduates to realise their potential and deliver skills solutions that will increase their ability to progress within the workplace.

***Job purpose:***

The Business Engagement Adviser - Skills will identify and work with SMEs who want to increase their capacity and will be the main point of contact for businesses who access the Specialist Skills Support consultancy and training services. The Business Engagement Adviser - Skills will work with businesses to assess their needs, develop a skills plan that will focus on the project offer from our Skills Support Catalogue and broker consultancy and skills/training support for the business. The cost of consultancy and training is paid for by the employer and is subsidised by ESF funding (grants).

The role will be pivotal in ensuring the successful delivery of the York, North Yorkshire and East Riding (YNYER) Specialist Skills Support Programme working directly with employers, intermediaries and stakeholders on a district and sectoral basis to provide the right individual business support and skills solutions for employers within the York, North Yorkshire and East Riding LEP area.

The Business Engagement Adviser - Skills will work throughout the YNYER area, providing highly professional, timely and individual diagnostic and planning support to Specialist Skills businesses. This role requires highly developed relationship management and coordination skills, business/employer support experience, ideally in the fields of business growth and skills, and a successful track record of brokering relevant business support and skills solutions that result in a high impact for the business and increased skills .

***Duties and Responsibilities:***

* Identify, target and engage eligible businesses within the YNYER area.
* Promote the benefits of the Specialist Skills Support Programme and secure the buy-in of businesses to a costed, subsidised service.
* Build trust and establish a strong, on-going relationship with targeted companies to enable quicker identification of issues/opportunities in order to achieve project results.
* Handle client enquiries via phone and email, initially assessing eligibility and company needs.
* Complete effective and informative skills diagnostics with eligible businesses in the YNYER LEP area.
* Complete comprehensive and bespoke, costed Specialist Skills Support Plans with eligible businesses, agree employer contribution rates with the employer, broker and manage the required business/skills support and support the project team in procurement of the necessary support where relevant.
* Lead on the implementation of the full business/employer journey, within agreed process guidelines and timescales, ensuring all eligible businesses receive a high quality service.
* Support implementation of the Specialist Skills Support Programme marketing strategy and campaigns within the YNYER area.
* Manage a portfolio of 60-75 businesses a year
* Support the development and on-going review of the YNYER Specialist Skills Support Programme offer, guaranteeing commercial viability and that it meets market demand.
* Provide regular and effective management information to the LEP and relevant stakeholders that informs future planning of the programme, including provision of secretariat support to the YNYER Project Steering Group.
* Provide continuous assessment of the Specialist Skills catalogue, capacity, quality and performance of Specialist Skills Providers and submit recommendations for additional/new niche delivery as required.
* Support the Project Manager in overall project performance through measurement and management of KPIs, Outputs and Results, reporting to the College ESF Governance Panel.
* Build and maintain strong, productive relationships with the Programme’s delivery partners.
* Analyse data, interpret facts and figures, develop and present reports.
* Attend regional and local focus/steering groups, meetings and networking events to represent and promote the YNYER Specialist Skills Support Programme.
* Support the implementation and management of the YNYER Specialist Skills Support Programme evaluation – from project inception through to completion.
* Co-ordinate new project development to support further employer engagement and facilitate key links with other LEP products of the wider business growth offer.
* Be proactive in identifying workable solutions to resolve issues identified.
* Carry out other relevant and appropriate YNYER Specialist Skills Support duties**.**
* Uphold and embed the College’s and its partners’ Values of Integrity, Respect, Fairness, Openness, High Expectations and Enjoyment at all times.
* Adherence and compliance to all College processes.

***Department:***

External Funding Unit of Calderdale College as lead body for the York, North Yorkshire and East Riding Specialist Skills Support Programme.

***Reports to:***

Project Manager (Specialist Skills Support Programme).

***Contacts (Internal and External):***

***External***

* Employers
* York and North Yorkshire LEP
* North Yorkshire County Council (LEP accountable body)
* Intermediaries
* Stakeholders
* Delivery Partners
* Specialist skills providers (procured consultants and trainers)

***Internal***

* Specialist Skills Support project team
* Calderdale College ESF Governance Panel
* Calderdale College External Funding Unit
* Central Team

***Holidays***

The basic holiday entitlement is **25** days plus 8 statutory days of which up to 5 days can be directed by management. The holiday year is from September to August.

***Health and Safety***

The post holder is required to maintain and promote a positive attitude to health and safety and to comply with and ensure compliance with health and safety codes of practice for the safety and wellbeing of learners and staff.

***Equality and Diversity***

The College has a strong commitment to working towards the implementation of equality of opportunity in both service delivery and employment. The College’s mission and strategic objectives directly support this aim. All employees are required to actively support the development, dissemination and implementation of this aim and related policies and programmes.

***Safeguarding of Children and Vulnerable Adults***

The College is committed to safeguarding and promotes the welfare of all learners and expects its staff to share this commitment. In addition they will also state that the College is committed to safeguarding and promotes the welfare of all learners and expects its staff to share this commitment. All posts in the College are subject to an Enhanced DBS check and barred person’s list checks where appropriate.

***Advisory notes:***

The information given within this job description is intended to provide a general understanding of and appreciation about the role within the Calderdale College setting. The job description is not designed to detail specific daily duties which the post holder may undertake. The job description is reviewed annually within the appraisal process and may be subject to change following discussion.

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Person Specification

*0 = No Evidence 1 = Limited Evidence 2 = Adequate Evidence*

*3 = Substantial Evidence 4 = Significant Evidence*

Post Title: Business Engagement Adviser - Skills YNYER Specialist Skills Support Programme Applicant Number:

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|  | **ESSENTIAL / DESIRABLE** | **EVIDENCE**  Application, Presentation,Interview | **Score at Shortlist**  **0-4** | **Score at Interview**  **0-4** |
| **Experience** | **ESSENTIAL:**   * Lead generation, sales and strong relationship management experience in a business-led environment. * Strong interpersonal skills with the ability to demonstrate credibility with employers * Significant and successful experience of the development of skills programmes which respond to sector and employer needs * A demonstrated excellent track record of working directly with employers in a business support and/or skills context. * A demonstrated excellent track record of working across regional projects. * Experience of engaging with and supporting business support and skill solutions for employers. * Specific expertise, knowledge and contacts in skills learning needs and infrastructure in specific sectors. * Managing performance and ensuring targets are met, keeping clients aware of progress * Experience of CRM systems.   **DESIRABLE:**   * Understanding of customer focused approach of working with businesses to foster engagement and encourage commitment to working towards skills development * Understanding of social inclusion matters in relation to skills and quality of life. * Experience of European funded skills programmes. * Experience of the wider adult skills agenda. | * Application and Interview * Application and Interview * Application and Interview * Application and Interview * Application and Interview * Application and Interview * Application and Interview * Application and Interview * Application and Interview * Application and Interview * Application and Interview * Application and Interview |  |  |
| **Education & Training** | **ESSENTIAL:**   * Educated to GCSE standard or equivalent which must include English and Maths * Recognised IT qualification (e.g. CLAIT / ITQ L2 / ECDL/IBT2) or equivalent working knowledge * Educated Level 3 or above | * Application * Application * Application |  |  |
| **Skills/Knowledge/Abilities** | **ESSENTIAL**   * Ability to deliver quality outcomes in a fast paced, target driven operational environment * Ability to conduct sensitive and complex negotiations to ensure the best service is delivered * Demonstrated knowledge of the York, North Yorkshire and East Riding LEP’s ESIF strategy and priorities for economic growth. * Demonstrated knowledge of the York, North Yorkshire and East Riding local economic business support and skills context. * Demonstrated commitment to continued development of funded skills programmes. * Demonstrated ownership and accountability of responsibilities. * Demonstrated commitment and drive to tackling and resolving problems – followed through to completion. * Strategic thinking and the ability to thrive in a complex environment. * Demonstrated supportive and co-operative team player. * Confidence, tact and a persuasive manner. * Good organisational and time management skills. * Good 'people skills', for working with a range of partners and customers in a very professional manner. * The ability to inspire and motivate others. * Knowledge of appropriate other local business and skills support initiatives and/or knowledge of appropriate methods of identifying other funding streams.   **DESIRBLE:**   * Knowledge of the General Data Protection Regulation. | * Interview * Interview * Interview * Interview * Interview * Interview * Interview * Interview * Interview * Interview * Interview * Interview * Interview * Interview * Interview |  |  |
| **Additional Factors** | **ESSENTIAL:**   * Committed to the principles of inclusivity, equality and diversity and sustainable development. * Commitment to safeguarding and promoting the welfare of young people and vulnerable adults. * Commitment to working in accordance with the College’s policies and procedures. * Must be committed to and uphold the College’s corporate values. * Commitment to participate in staff development. * Willing to travel within Yorkshire and the Humber region. | * Interview * Interview * Interview * Interview * Interview * Interview |  |  |