

Job Description

JOB TITLE:	Business Development Executive - Apprenticeships
STATUS:	Permanent
GRADE:	Scale K £36,148 - £38,917
HOURS:	37 hours per week
REPORTS TO:	Head of Business Development
CAMPUS:	BCA / Slough & Langley
JOB PURPOSE:	<p>The Windsor Forest Colleges Group (WFCG) is a dynamic four-campus Further Education group undergoing a period of growth.</p> <p>We deliver apprenticeships at Slough, Langley, BCA, and Windsor campuses. At the heart of our communities, we collaborate with a range of SME and Blue-Chip companies to bridge skills gaps and develop future industry experts. Our Apprenticeship Employer Partners operate in diverse industries, including Business, Engineering, Horticulture, and Retrofit Construction.</p> <p>The Business Development Executive will manage a portfolio of land-based clients and explore growth opportunities, facilitating operational business development to enhance revenue within our apprenticeship and land-based training divisions. Success in this role requires being solution-focused, proactive, and adaptable to achieve set targets.</p>

Main Duties

1. Growing business through the development of new leads and contacts.
2. Identifying new revenue opportunities.
3. Building business relationships with current and potential clients.
4. Attending networking events to attract and retain clients.

5. Helping develop and executing sales and marketing strategies to grow business.
6. Maintaining and updating sales, marketing and business development documentation.
7. Assisting with marketing and promotional projects.
8. Collaborating with management on sales goals.
9. Support the team with other responsibilities as required.
10. Respond to incoming inquiries, related to Apprenticeships, by phone, e mail or other channels.
11. To attend employer focused and student focused events including face to face networking events, careers fairs, employer site visits.

General Duties

12. Promote a teaching, learning and working environment that is free from discrimination, harassment and bullying and where all students and staff feel safe to express their individuality.
13. Be responsible for safeguarding and promoting the welfare of students.
14. Maintain student morale and discipline within the college site.
15. Through CPD ensure you keep up to date with relevant industry and academic development.
16. Conduct yourself whilst undertaking college duties within the parameters of the Group's values.
17. Any other duties commensurate with the level of responsibility within the Group.

NOTE

This post is not exempt from the Rehabilitation of Offenders Act 1974. For further details on our policy on the Recruitment of Ex-Offenders can be found [here](#).

The post will be based at one of the current College campuses, but the duties of the job may require the post holder to work at any College campus or other location connected with the work of the College. Travel between the college's main campuses will form a requisite part of this position.

PERSON SPECIFICATION - Business Development Executive - Apprenticeships

	Essential	Desirable	Source of Evidence
EDUCATIONAL AND PROFESSIONAL QUALIFICATIONS			
GCSE Grade A-C or equivalent in English and Maths. Please state this in your application form.	X		AF
5 GCSEs A-C or equivalent. Please state this in your application form.	X		AF
Previous experience of working in sales / business development or an apprenticeship environment.	X		AF
EXPERIENCE			
Experience of working in a customer-focused environment and providing high quality customer service.	X		AF / IV
Demonstrable experience of providing high quality administration skills.	X		AF / IV
Experience of working in an educational environment.		X	AF
SKILLS, KNOWLEDGE AND ABILITIES			
Excellent verbal and written communication skills including the ability to influence others.	X		IV / PRES
Flexible approach to working practices including the ability to work effectively as a team member and willingness to travel when necessary.	X		IV
Ability to successfully enthusiastically and actively promote apprenticeship programmes to a diverse range of both external and internal customers.	X		PRES
Proven organisational skills and the ability to priorities workload.	X		IV
Good knowledge of Microsoft packages including strong excel skills.	X		IV
Fully licensed to drive in the UK and access to a car for business use (please state this in your application form).	X		AF

KEY:

- Evidence of all the elements marked AF or AF/IV must be present in the application form to be shortlisted for an interview.
- All the elements marked IV will be assessed at interview.
- All the elements marked AF/IV will also be assessed at interview.
- All or some of the elements may be assessed by the Test/Presentation.