

Job Description

JOB TITLE:	Engagement and Onboarding Lead
SALARY:	Support Scale I
REPORTS TO:	Head of Commercial Engagement
CAMPUS:	Slough & Langley and Strodes College
JOB PURPOSE:	To generate revenue and drive commercial growth by proactively engaging warm leads and converting prospective learner enquiries into confirmed bookings across our specialist technical training portfolio (e.g., electrical installation, plumbing and heating, renewable technologies, and retrofit).

Main Duties

1. Conduct proactive lead-generation calls to trade professionals (plumbers, heating engineers, electricians, etc.) to promote our technical training and compliance portfolio.
2. Convert warm leads, enquiries, and quotations into confirmed course bookings to maximise pipeline conversion rates.
3. Build rapid rapport over the telephone, confidently presenting tailored value propositions, funding opportunities and career advantages to prospective learners and employers.
4. Maintain accurate records of all customer interactions and pipeline activity in Salesforce CRM, providing daily activity reports to the Head of Commercial Engagement.
5. Follow up on expressions of interest and support targeted commercial outreach campaigns.

6. Maintain a strong, up-to-date understanding of technical regulations, government skills initiatives and green tech trends to discuss compliance confidently with industry professionals.
7. Undertake continuous professional development regarding key legislation and strategies, including Net Zero, the Future Homes Standard, the Warm Homes Skills Plan, DESNZ schemes, Building Regulations and the Building Safety Act 2022.

General Duties

8. 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.
9. Be responsible for safeguarding and promoting the welfare of students.
10. Maintain student morale and discipline within the college site.
11. Through CPD ensure you keep up to date with relevant industry and academic development.
12. Conduct yourself whilst undertaking college duties within the parameters of the Group's values.
13. 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](#).

N.B. This job description is current at the date of issue. It will be reviewed annually and may be updated by the principal.

PERSON SPECIFICATION - Engagement and Onboarding Lead

	Essential	Desirable	Source of Evidence
EDUCATIONAL AND PROFESSIONAL QUALIFICATIONS			
L2 English.	X		AF
L2 maths.	X		AF
A relevant professional qualification (e.g. NVQ Level 3 in Information, Advice and Guidance, Diploma in Careers Guidance), or willing to achieve within two years.		X	AF
EXPERIENCE			
Proven track record in in lead generation, overcoming objections, and closing bookings to meet targets and KPIs.	X		AF
Demonstrable, up to date knowledge of the further educational environment.		X	AF / IV
Proven ability to ensure that the highest standard of quality and customer care are achieved.	X		AF / IV
Experience of event organisation and/or school liaison activities.		X	AF / IV
Experience selling training courses, apprenticeships, or technical education programmes.		X	AF / IV
Experience using Salesforce CRM or similar customer relationship management systems.	X		AF
SKILLS, KNOWLEDGE AND ABILITIES			
Proven ability to assimilate, interpret and communicate complex information, both orally and in writing.	X		AF / IV
Ability to quickly build trust, rapport and present value propositions confidently over the phone.	X		AF / IV
Demonstrable IT skills including Microsoft Word, Excel, Outlook, Internet and ability to work with complex databases.	X		AF
Proven ability to demonstrate good organisational skills, time management and be able to work towards deadlines.	X		IV
Proven ability to work effectively as a team member and to work with minimum supervision and to prioritise own workload.	X		IV
Proven ability to follow protocols and procedures.	X		IV
Proven ability to be methodical and meticulous attention to detail.	X		IV

A professional, resilient and self-motivated approach to a fast-paced environment.	X		IV
Knowledge of the construction, electrical, plumbing, heating, retrofit, renewable energy, Net Zero and sustainability sectors.		X	IV
A good grasp of technical or construction-related topics with the ability to learn new subject matter quickly.	X		IV

KEY:

- Evidence of all the elements marked AF or AF/IV must be present in the application form in order 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