

## Role Specification

<b>Position:</b>	<b>Senior Manager (Partnerships)</b>
<b>Reports to:</b>	Board of directors
<b>Responsible for:</b>	Marketing Manager
<b>Key Relationships:</b>	Directors, Senior Management Team and wider ETF Group Staff, external stakeholders and customers
<b>Place of Work:</b>	Homebased - also required to work ETF group sites as directed <i>(Must be capable of travelling for business related purposes)</i>
<b>Contract:</b>	Part Time 0.67 25 hours p.w.
<b>Salary Band:</b>	£39,895 - £51,005 (Pro rata £25,597 - £34,003)

**This role is subject to an enhanced DBS check with a 6-month probationary period.**

### Overview:

Overseeing the Sales and Marketing function of the business, the Senior Manager (Partnerships) has a crucial role to develop and maintain our channels of communication with stakeholders. You will also analyse market information and data to steer delivery of our contracts. New and innovative opportunities will be identified and applied for by this post, maintaining and increasing our turnover and market share. Listen to the market to ensure our products and services are not only meeting need but are market leader, and most suitable for purpose. Report back on quality, outcome, and impact. Broaden ETF group funding to include more than ESFA and DWP. As an example, your day may include:

- Chair the stakeholder committee
- Meet with DWP to discuss contract delivery
- Identify new contract and bid opportunities, develop a business case to make a new application
- Review Sales and Marketing data and take action to bring contracts back in line for achievement
- Attend network meeting and update CRM tool with daily contacts
- Meeting with Senior Manager (Contracts & Operations) to feedback quality, outcome and impact

### Key Objectives:

<b>Objective</b>	<b>Measured by</b>
<ul style="list-style-type: none"> <li>• Supervise and manage staff</li> <li>• Ensure market insight and sector knowledge</li> </ul>	<i>Breathe Satisfaction surveys (Customer, Staff, Stakeholder), Competitor knowledge, CRM</i>
<ul style="list-style-type: none"> <li>• Achieve expected contract starts</li> </ul>	<i>Sales &amp; marketing strategy and plan, Budget, ILR data</i>
<ul style="list-style-type: none"> <li>• Develop new business opportunities</li> </ul>	<i>New Bids, Contracts, Partnerships and community projects</i>
<ul style="list-style-type: none"> <li>• Develop new community services</li> </ul>	<i>Return on social investment, Impact assessment</i>
<ul style="list-style-type: none"> <li>• Maintain high visibility of ETF within our communication channels</li> </ul>	<i>Stakeholder committee, web site, social media third party sites, press and media</i>
<ul style="list-style-type: none"> <li>• Demonstrate high quality work &amp; responsiveness</li> </ul>	<i>Audit, Accuracy, timeliness, Inspection</i>
<ul style="list-style-type: none"> <li>• Demonstrate positive interpersonal relationships</li> </ul>	<i>Behaviours, feedback</i>
<ul style="list-style-type: none"> <li>• Ensure a safe and healthy environment</li> </ul>	<i>Risk assessment, Statutory regulations</i>
<ul style="list-style-type: none"> <li>• Promote a positive fun and interesting environment</li> </ul>	<i>Satisfaction and feedback</i>

### **Responsibilities:**

- Gather market knowledge through attendance at Networking meetings and events through:
  - Customer, staff and stakeholder satisfaction
  - Stakeholder committee
  - Competitor analysis
  - Maintaining CRM data
- Chair and manage the stakeholder committee/s
- Project manage and oversee specialist contracts and projects
- Engage employers to support ETF group business aims
- Create and manage a calendar of ETF group events to promote activities and achievements
- Inform the ETF group business plan
- Identify new contract opportunities and apply on behalf ETF group of companies
- Identify new social enterprise and community services and facilities and identify grants and funding to sustain them
- For new contracts/grants
  - Identify resource and recruit in collaboration with Senior Manager (Contracts & Operations)
  - Establish systems/reporting structures
  - Establish budget
- Work with external stakeholders to develop partnership bids and opportunities
- Develop collaborative links which protect and maintain the integrity of ETF group (Balancing partnership work within a competitive environment)
- Identify and manage memberships of network group, local, national and international
- Inform and shape the curriculum plan and wider business delivery to meet contract needs
- Manage the compliments, complaints and comments policy
- Promote excellent working relationships with Stakeholders

### **Management**

- Oversee the work of the Sales and Marketing team
- Negotiate commercial terms for contracts, grants and service level agreements, reporting to the board
- Measure and manage daily activities to report to the board of directors
- Present innovative ideas on more effective working to board of directors
- Undertake risk assessment for your area of work, paying particular attention to safeguarding and Health & Safety issues
- Deputise for directors as required

### **Quality**

- Assist with gaining and maintaining the IIP, MATRIX and other standards within ETF
- Support with Ofsted requirements and annual self-assessment process

### **Finance**

- Develop costed business cases/bids for submission to BOD
- Provide accurate and timely information to support the business development
- Manage a delegated budget for your area of work

### **Administration**

- Ensure the administration and documentation is completed and submitted in line with any contract requirements

- Provide live and timely information to board of directors

### General

- Attend meetings and conferences within a network of professional contacts as required.
- Comply with all Company Policies and legal requirements with special reference to Health and Safety; Data Protection, Safeguarding and the promotion of Equal Opportunities at all times.
- Travel as required for business to support other ETF establishments, community-based delivery and to meet wider business needs.
- Maintain and promote your workplace as a clean and healthy environment.
- Undertake any other duties required by senior management.

### Safeguarding

ETF is committed to safeguarding and promoting the welfare of learners, including children and young people, and expects all staff and volunteers to share this commitment.

<b>Person Specification</b>	Essential	Desirable
<b>Qualifications</b>		
Degree educated/Management Level 5	✓	
Literacy/Numeracy level 2 or equivalent	✓	
Qualified assessor		✓
Qualified IAG level 4		✓
<b>Skills &amp; Experience</b>		
2+ years experience in a senior role/partnership role	✓	
Good organisational and interpersonal skills	✓	
Experience of working to company policies	✓	
Experience of managing a team	✓	
Knowledge of ESFA funding methodologies		✓
Demonstrates an excellent track record in Networking	✓	
Excellent time management	✓	
Excellent ICT skills, particularly Office 365	✓	
Track record of achieving sales quotas and targets	✓	
Ability to travel for work as required	✓	
Ability to inspire and motivate people	✓	
Ability to manage and lead a team of people	✓	
Ability to meet legal requirements of the role (H&S, Safeguarding, etc)	✓	
<b>Personal &amp; Work-related attributes</b>		
Creative/Imaginative thinker	✓	
Demonstrate entrepreneurial behaviour	✓	
Demonstrate positive behaviours at all times	✓	
Demonstrate strong enthusiasm for the brand at all times	✓	
Demonstrate great communication skills: must be able to work collaboratively as part of a team	✓	
Ability to Work calmly under pressure	✓	
“Can-do” self-motivated attitude	✓	
Work under own initiative and able to take instruction	✓	
Work flexibly to fulfil the role requirements	✓	
Committed to equality of opportunity	✓	