

## **TDM - Business Development Executive (BDE): Employability Coach**

West Midlands (Birmingham & Solihull LEP and Worcestershire LEP incl. Wyre Forest)

### **Who Are You?**

You should apply for this post if:

- you recognise that technologies (from the wheel, through the biro to a modern software system) can enhance the human experience if they are ethically deployed
- you believe in the value of meaningful and relevant work-based learning (as opposed to decontextualised classroom tuition)
- If you do not have a CV showing you have worked in a tech and digital skills sector occupation, you are at least very keen to learn more about our sector skills
- You are excited about inspiring and coaching a new generation of highly employable talent aged 16-18 for Tech and Digital Employers in the West Midlands Region
- you genuinely want to help people and businesses to grow
- you are definitely not afraid of systematically and assiduously prospecting for employers who are willing to offer Work Experience
- you are highly literate and eloquent
- you can learn quickly
- You understand the importance of 100% compliance when delivering a government-funded Traineeship Contract (EFA). You will be accountable for that compliance and for agreeing and exceeding contract profile targets
- you understand that minimum targets must be achieved in your role - for the sake of the company (ie your colleagues)
- you are ambitious and you want to smash your lagging kpi targets
- You like earning financial bonuses for achieving or exceeding your leading KPIs

### **Job Description**

You understand that all employers today are Tech and Digital Employers. You will help employers to benefit from our employability skills coaching. You will be helping TRAINEES aged 16-18 to:

- Follow an individual learning plan
- achieve a fully employed Wyre Academy Apprenticeship position in ICT, Tech and / or Digital industries
- Achieve a minimum number of Work Experience Hours
- Achieve an employability qualification
- Achieve a Tech and Digital Qualification (Don't worry, other Tech and Digital Trainers are employed by TDM who can support this training)

You will submit a weekly activity report. You will attend general meetings and team meetings as scheduled.

At Monthly Individual Capability Review Opportunities (MICROs) you will renegotiate your default calendar, default diary, sales cookbook, sales playbook, input kpis, training &

self-development focuses, financial bonuses available and also renegotiate your leading KPIs for the month ahead.

Sales Cookbook behaviours can include all or any of the following (non-exhaustive) list of deliverables:

- Half Days of Employability Coaching in one of our West Midlands Training Centres (currently Birmingham and / or Kidderminster)
- Campaigns
- Social Media Marketing And Leads Generation
- Cold Calling
- Telesurges On A Contacts Database
- LinkedIn Contacts And Referrals
- Requesting And Following Up Referrals From Existing Clients & Contacts
- Employer Walk-ins (eg Tech Parks)
- Employer Visits / Appointments
- Pain Funnel / Question-based Value Proposition Selling
- Referral Agent Relationships
- Interviewing Job Applicants
- Delivering Employability Training Sessions
- Delivering Job Search Training Sessions
- Breakfast Meetings, Exhibitions, Network Events, Etc.
- Tender Submissions (with Help)
- Training Needs Analysis
- Organisational Impacts Needs Analysis
- Account Management And Upsell
- Sales & Crm Administration
- Sales & Marketing Strategy Evaluation
- Delivery Programme Impacts Appraisal
- Observation And Feedback Of Peers
- ....and More....

### **Salary**

Base Salary = £12k - £26k dependent upon: \*\* Prior Experience, References and Proven Track Record in Traineeships coaching or recruitment \*\* Delivery Coverage range / flexibilities

Generous Financial Bonuses = negotiated monthly + paid on behavioural achievements and on sales revenues achieved beyond LAGGING KPIs. You will be offered a clear Bonus Structure for your first 6 months at TDM during the second phase of your application process

Benefits = pension, 24 days annual leave + 8 bank holidays, timetable flexibilities, 5 sick days allowance (after 12 months) mileage paid, expenses paid if overnight travel is required. (Overnight travel must be delivered if required by the company). Company financed training courses and certifications (subject to CPD policy)

**Interview Process**

The interview process at TDM follows three phases. Phase 1 = Qualification, Phase 2 = Selection, Phase 3 = On-Boarding.

Phase 1, The Two-Way Qualification Process:

Stage 1 = Submit CV for our review

Stage 2 = If selected, submit Application Forms

Stage 3 = If selected, submit Job Role Questionnaire & Devine Analysis

Stage 4 = Site visit + informal 2-way "cafe" Q&A Interview (appx one hour - in order for both parties to decide whether or not to progress to the selection phase)

**Please feel free to call Derrin Kent; MD TDM if you have any questions or concerns regarding any of the above - Mob: 07792 569 415, Office: 0333 10 100 40.**