

Learning and Development Representative (Employer Engagement, Business Development)

As a Learning and Development Representative, your main aim will be to build, nurture and maintain strong employer partner relationships through effective sales and engagement techniques. Those employers will engage with TDM'S learning and development services that TDM have got on offer.

This is a proactive role where your focus will be on identifying new and existing customers who could benefit from TDM's Tech and Digital Programmes to Recruit, Reskill and Retain employees.

Reporting to the Engagement Manager. You will be responsible for identifying and gaining new clients /accounts across multiple sectors. You will develop relationships with employers and learners to achieve your monthly targets and key performance indicators. You will play a key role in meeting our growth plans.

Main accountabilities of role

Outbound prospecting

Guide new prospective employer partners through the AIEDA customer journey of Awareness, Interest, Evaluation, Decision and Action by:

- Build a sizeable pipeline of carefully chosen, ideal prospect employers / partners, based on the coaching programmes we offer and their industry / market / value requirements.
- Engage in outbound prospecting activities to secure meaningful conversations with and engage decision makers, via telephone or video conference, face to face, also utilising social media (mainly LinkedIn), networking and email.
- Effectively demonstrate TDM's value proposition to these potential partners and through the process of an Organisational Training Needs Analysis, thoroughly match TDM's offer with the employer partner's value requirements.
- Effectively and robustly demonstrate, then, if appropriate, secure a formal commitment:
 - from an employer to either deliver an apprenticeship to a new recruit or existing employee reskiller.
 - to enable unemployed people or employees to engage with other TDM coaching programmes, such as AEB courses.
- To follow all procedures as set out by the requirements of TDM and compliance organisations to successfully onboard learners onto programmes by:
 - Completing the sign-up procedure with the employer and/or learner
 - Completing relevant paperwork and documents with an exceptionally high level of accuracy and attention to detail, including (but not limited to):
 - Assessing Learner Eligibility
 - Apprentice job specifications
 - Initial Assessment of Learners
 - Training Needs Analysis with Employers
 - Health & Safety Checks with Employers

- Employer Services Agreements - Terms of Business
- Negotiation of Price
- Initial Training Plans
- Retrainer Commitment Statements
- Employer Apprenticeship Agreements and
- Commitment Statements

This is crucial in order for TDM to remain compliant with the requirements of stakeholders such as The Education and Skills Funding Agency, Government Funding Authorities, the LEPs, levy Employers, etc.

Learner journey support and management

- Following assessment procedure for already employed re-skilers for degree apprenticeships
- Support procedures owned by marketing colleagues to attract and filter high quality apprentice candidates e.g. By conducting short interviews with apprentice applicants, already employed learners wanting to enrol on L3 and L4 programmes.
- Follow processes to “spec out” and submit high quality apprentice candidates to employer partners when applicable for interview

Account management

Keep in regular contact with all allocated accounts and relevant internal colleagues (e.g., Coaches, Career Builders, Marketing, Senior Managers), acting as a vital TDM liaison to:

- Assist in the resolution of problems or queries
- Develop a continuing and evolving picture of Organisational Learning and Development Needs through ad hoc and formal interventions
- Develop stronger relationships with accounts to:
 - Develop a loyalty loop of further new or progressing learners
 - Work in partnership and leverage joint opportunities such as larger scale training and coaching programmes and PR opportunities
- Assist in activities such as surveying
- Reduce customer churn
- Effectively report back to TDM on the status of its accounts

Other accountabilities

- Support the development of strong working relationships with key stakeholder organisations including Local Authorities, Local Enterprise Partnerships, Provider Networks, Growth Hubs, Chambers of Commerce etc.
- Deliver high quality Information Advice and Guidance (IAG) to employers and existing / potential learners
- Any other activities or accountabilities related

Targets

- Achieve targets of apprentices starting on programme per month that are dependent on salary (this averages at 5 apprentices starting per month)
 - For 90%+ of this start profile to remain on programme after onboarding
- Achieve targets of learners, mainly “Reskillers” to join the bootcamp or AEB programmes
 - For 85% positive job/career progression opportunities, such as the learner gets tech and digital responsibilities added to their role, on completion of programme.

The right person in the right seat

As a company with strong growth targets and aims to deliver good for the regions we engage with, TDM wishes to engage people with the requisite skills, knowledge and behaviours, aligned to the company's values and goals (the right person) and employ them in roles where they can achieve targets and "Do Well by Doing Good" (the right seat).

Employees must demonstrate the company values of being: **Driven, Accountable, Productive, Considerate** and **Vulnerable**.

They must also:

- **Get It** (understand their role, the business, its aims and what they can / should do to achieve this)
- **Want It** (have a desire to do good in the role)
- and have the **Capacity** for the role (the time and the ability to achieve what is required by the role)

Knowledge, skills and behaviours required for the role

- Working experience of liaising with employers and external agencies.
- Proven experience of successfully achieving deadlines and working without close supervision.
- Involvement of managing databases / CRM systems for lead generation.
- B2B solutions focused sales experience, with a focus on the inputs of sales interactions and driving toward positive outcomes.
- An exceptional thoroughness and attention to detail carrying out procedures and completion of paperwork.
- The flexibility, resilience and drive to stay up to date with continual developments in processes and documentation, usually as a result of evolving industry priorities but will also include the delivery of new and updated products and services.
- A true understanding on the need to engage only high-quality employer partners and learners to ensure successful completion of coaching programmes
- The flexibility to work early mornings and evenings if necessary (e.g., events and networking)
- Maintain regular contact and communication with colleagues and management following reporting lines in company accountability chart and utilising tools such as Reports
- Work in conjunction with the TDM marketing function to achieve targets specified above and support Marketing aims e.g., development of brand presence.
- Experience self-motivating to achieve KPIs and targets
- Hold a clean driving license with access to a vehicle

Desirable Knowledge and Skills

- Experience of selling Government funded training
- Knowledge of FE/ Higher education sectors
- Knowledge and experience of working with apprenticeships and/or AEB funding
- Knowledge of the End Point Assessment Organisations, Awarding Organisations, Funding Bodies and Ofsted regulatory arrangements.
- Knowledge of the Tech and Digital Sector

About TDM

TDM believes strongly in the value of work-based learning and coaching.

We seek to do good for the West Midlands and its inhabitants by assisting regional and national economic development, closing the skills and productivity gap and aiding social mobility.

We currently focus on Tech and Digital skills development priorities, identified by local authorities in the West Midlands region, by enabling the responsible and ethical usage of UK Government funding via the national apprenticeship levy and other funding streams to coach and train new or existing employees, in local organisations, on Tech and Digital Programmes including Apprenticeships and Bootcamps.

We are Doing Well by Doing Good and delivering Tech & Digital Work-Based Learning, underpinned by academic rigour. We believe that people can only do well for themselves if they focus on doing good for others.

To achieve our mission, we partner with employers and individual learners, either already employed or unemployed and new to their organisation, who want to benefit from these coaching and training programmes and create an impact in their places of work, at the same time as advancing their careers.

Safeguarding Commitment: *TDM are committed to safeguard and promote the welfare of all children, young people and adults at risk. Safeguarding is everybody's responsibility, and we have an essential role to play in making our learning community safe and secure.*

We are an Equal Opportunities Employer: *TDM are committed to equality and diversity and our recruitment policy follows the employment statutory code of practice*

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