

**Role Title:** Business Development Manager (Apprentice End Point Assessment)

**Reports to:** Apprenticeship Assessment Manager

**Accountable to:** Director, Membership and Professional Development

**Hours:** 35 hours per week, exclusive of meal breaks, plus as many as required to fulfil the needs of the post

**Grade:** 9

**Location:** Home based

**Setting the Scene:**

The IET is a rapidly growing End Point Assessment Organisation delivering high quality apprentice assessments on behalf of its Apprenticeship Provider and Employer customers and is now at a stage where increased focus on customer growth, retention and satisfaction is necessary to achieve our goals.

The role holder will analyse the IET EPA market and devise and implement an acquisition and retention strategy. They will support existing customers and provide the information they need including through the delivery of regular apprentice workshops. They will be able to communicate credibly with Apprenticeship Providers and their apprentices about the IET’s assessment process.

They will meet in person and virtually with customers, potential customers and employer groups throughout England. Travel and overnight stays will be necessary at times. While the role is home based, occasional attendance at the IET’s staff headquarters in Stevenage will be necessary.

**Our Five Behaviours:**

* I include Everyone
* I do my very best
* I take full ownership
* I work well with others
* I openly communicate

**Key Accountabilities (not necessarily in priority order):**

* To present the IET’s EPA offer to Apprenticeship Providers and Employers, deliver growth and retain existing business.
* To provide in-depth advice and guidance on IET EPA to Apprentices and Providers including through individual and group session workshops.
* To seek and analyse customer feedback and identify service improvements that will increase retention including running feedback events.
* To produce and distribute customer focused communications.
* To advise on a pricing strategy linked to the cost to deliver for each type of assessment method.
* To engage with apprentice employer groups to track and influence the development of apprenticeship standards.
* Manage internal stakeholder relationships to drive collaboration with other IET Departments in areas that will benefit our customers and assist in wider IET success.
* To continuously review processes and procedures to support the team.

**Other**

* To undertake any other duties and projects at the request of the line manager
* To comply with data protection legislation and act responsibly on matters of data disclosure both internally and to third parties
* To be familiar with the Health and Safety and Fire policies for the organisation and to attend mandatory updates where required

**What success looks like:**

* Growth and retention
* Strong retention and sustained growth based on knowledge of customer needs
* A customer focused communication strategy
* Identification of strategically desirable areas with potential for future growth

**Aptitude and Experience:**

* Working with apprenticeships, apprenticeship providers and apprentices
* Engineering experience is desirable.
* Account management and negotiation of agreements.
* Planning and coordinating
* Communication skills
* IT skills – Microsoft Office
* Delivering numerical targets
* Procuring and managing data and producing presentations and statistical reports
* Self-motivated to work from home
* Willingness to travel nationally and work irregular hours occasionally
* Full driving license is desirable.

This role description isn’t intended to include specific tasks, temporary activities or projects but aims to describe the overall purpose and outputs for the role and may be subject to change. Using this role profile, specific success objectives will be part of the ongoing performance conversations with your manager throughout the year.

It’s the expectation that you will understand and keep up to date with IET mandatory policies, including data protection and data handing, as well as current Healthy and Safety policies, undertaking any training updates as needed.