

Our mission is: 'Inclusion, realising potential; transforming lives'

JOB DESCRIPTION

Job Title: Business Engagement Co-ordinator (Winsford campus)

Responsible to: Business & Partnership Manager: Projects & Commercial Growth

Accountable to: Assistant Principal: Partnerships and Growth

Job purpose

Engaging with both internal and external stakeholders in order to shape the college's education and skills training offer at its Winsford campus.

Supporting the college's Business & Partnership Managers to manage employer relationships and develop the commerciality and reputation of the Winsford campus.

Identifying and developing income opportunities at the college's Winsford campus and in the surrounding areas.

Maximising employer relationships in order to develop curriculum enhancement and industry placement opportunities for learners.

Key responsibilities

Support the Business & Partnership Managers to:

- Develop and maintain business relationships with employers to identify their training requirements.
- Work in collaboration with curriculum to develop a responsive skills offer that meets local needs and provides appropriate training and recruitment solutions for businesses.
- Contribute to the delivery and reporting of college projects based out of the Winsford campus.

- Generate commercial income opportunities for the Winsford campus, with a particular focus on Construction, Engineering & Manufacturing, Clean Energies, Health & Social Care, Digital, Business & Professional and Life Sciences.
- Work in collaboration with curriculum and employers to deliver meaningful employer-led curriculum enhancements to students based at the Winsford campus.
- Support recruitment to apprenticeship programmes delivered at the Winsford campus through targeted employer engagement activities.
- Attend key external employer network meetings and events to promote the Winsford campus, its training offer and facilities available.
- Contribute to employer engagement reports on a monthly basis, including progress against financial targets, employer engagement objectives and KPIs
- Contribute to self-assessment and action planning processes
- Represent the college at both internal and external events providing advice and guidance to employers and potential students
- Manage employer account information and records of engagement through the college's customer relationship management processes.

Professional Standards

- Exemplify behaviours which drive behaviour in-line with professional standards.
- Maintain up-to-date knowledge of developments and best practice in your area to provide sound professional advice to the staff.
- Actively participate in professional development and training activities, developing your own personal networks and reflecting on your own performance.
- Be a role model of excellence and professionalism for all staff and students.

Responsibilities common to all Staff

- To establish, maintain and develop professional working relationships with colleagues.
- Follow all agreed Quality Assurance Mechanisms operating within the College and contribute generally to the establishment and development of a quality provision/service.
- The College operates a Performance Management Review Scheme through which objectives and development plans are agreed. All staff are required to participate in the scheme and, with their manager, are jointly responsible for the completion of agreed actions.
- The College is keen to ensure the health and safety of students, staff and visitors. All staff are responsible for complying with the Health and Safety at Work Act 1974 and ensuring no-one is affected by individual acts or omissions.
- The College aims to be a place in which people can work and study free from discrimination. All staff and students are required to comply with the College's Single Equality Scheme.
- To contribute to the College's Mission, Values and British Values.
- To be aware of, and responsive to the changing nature of the College and adopt a flexible and proactive approach to work.
- All employees are required as part of their duties to accept responsibility for safeguarding, Prevent and promoting the welfare of children and vulnerable adults.



- To operate sustainably, ethically and responsibly, and to take action to increase efficiency and reduce consumption and waste

Review Arrangements

- This job description is not a rigid specification but identifies main responsibilities, which will be amended in the light of organisational need and in discussion with the postholder.

Working at the College

Our environment is inclusive, friendly and supportive, with high expectations for both staff and students. To thrive in our environment, you will need to be resilient, positive, able to work autonomously, have a strong work ethic, and put our learners at the heart of everything you do.

Our College values are:

We put our students and customers first - prioritising their inclusion, learning and progress, supporting their health and wellbeing and realising their potential

We recognise that people are our greatest asset – recruit and retain the most talented staff, investing in them to fulfil their potential, creating a wealth of opportunities for personal development and progression, creating a culture of co-prosperity, galvanising them through inclusive practice, recognising the difference they make and rewarding them for the work they do

We pursue excellence in all we do - a passion for inclusive, high quality education, training and skills solutions, holding ourselves to the highest possible standards, meeting (and exceeding) targets, making improvements, valuing creativity, supporting digital innovation and pedagogy

We embrace change - looking forward to the future, maintaining a growth mind-set, exploring new routes to inclusion, partnership and collaboration, harnessing AI safely and ethically for efficiency, digitalising and embracing new technologies, anticipating and responding to ongoing economic and social needs and demands

We collaborate and work in partnership with others - actively seeking opportunities to become more inclusive, working with others in the best interests of the college community and key stakeholders, delighting our customers

We operate sustainably, ethically and responsibly – adding social capital through inclusion, working to achieve net zero carbon targets and enhancing biodiversity, acting with



integrity, with high levels of accountability and complete transparency, treating others fairly and with respect, communicating clearly, concisely and openly.

We are guided by the principles of sound financial stewardship and operational efficiency – balancing an inclusive educational character with cost effectiveness, ever-mindful of an increasingly risk-laden and unpredictable operational environment, the need for broader sensitivity analysis in budgeting and forecasting and the importance of mitigating risks that could affect the college's solvency.



PERSON SPECIFICATION

Qualifications

- Five GCSEs grade C/4 and above, including English and Maths
- Level 3 qualification or above (*preferably in one of the following disciplines: Engineering, Digital, Science, Business or Marketing*)
- Full clean UK driving licence.

Experience and knowledge

Essential

- Experience in managing employer or customer relationships
- Experience of working to income targets
- Experience in business development and income generation
- Knowledge of Cheshire & Warrington's skills priorities
- Knowledge of local businesses & priority sectors within the Cheshire region

Desirable

- Experience of working within one of the following sectors: *Engineering & Manufacturing, Digital, Science, Business Development or Marketing.*
- Experience in coordinating employer engagement within an educational setting
- Experience of apprenticeship recruitment
- Knowledge of education & skills funding mechanisms
- Knowledge of the Ofsted FE Inspection Framework
- Knowledge & proficiency in the use of Microsoft 365 application

Skills and abilities

- Demonstrates excellent professional practice in line with the professional standards.
- Demonstrates strong ability to analyse and understand data and information.
- Uses good judgement to make insightful decisions.
- Strong written and oral communication skills, including the ability to present issues clearly and concisely to a wide variety of audiences.
- Excellent negotiation and persuasion skills.
- Excellent telephone manner and relationship building skills.
- Resilience.
- A positive and proactive attitude
- A willingness to learn and progress
- Ability to work under pressure, organize and prioritise responsibilities.
- Strong communication and IT fluency.



- Creative and ability to solve problems.
- Ability to handle pressure and meet deadlines.
- Excellent time management and organisation.
- The ability to deal with people of all levels.
- Well-developed networking and interpersonal skills, with the ability to act as an Ambassador for the Company.
- Willingness to work variable hours when necessary to meet the requirements of the post.
- Willingness to support cross-college events as required, including outside of normal working hours.

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