



Job Title:	Employer Engagement and Partnerships Manager
Department:	BPIF Training
Location:	Home Based, national coverage. Travel to be expected as part of the role
Responsible to:	Managing Director
Salary:	£38,000 - £40,000 per annum, plus car allowance and bonus structure

Main Purpose of the Job

The Partnerships and Employer Engagement Manager at BPIF Training Ltd. is responsible for developing and maintaining strategic partnerships and employer relationships within the print and associated industries, including carton manufacture and packaging.

This role focuses on expanding BPIF Training Ltd.'s reach and impact by generating new business opportunities, particularly in apprenticeship starts. The manager will work with a diverse range of stakeholders, including Local Authorities, Trade Associations, communities of interest, Jobcentre Plus, and businesses within the sector (both BPIF members and non-members).

Key responsibilities include identifying and cultivating new partnership opportunities, managing existing relationships, and creating referral networks to drive growth. The role requires a strategic approach to employer engagement, with the goal of positioning BPIF Training Ltd. as the premier training provider in the industry. The successful candidate will have at least 3 years of experience in a similar role and will be tasked with navigating the competitive landscape of training providers while establishing BPIF Training Ltd. as the go-to expert for apprenticeships and training in the print and associated industries.

The candidate will need to be technically competent and able to fully utilise our CRM system to effectively manage the process and flow of lead generation and vacancies.

Main Responsibilities

Employer Engagement:

- Proactively engage with businesses in the print and associated industries, including both BPIF members and non-members.
- Conduct needs assessments with employers to understand their training requirements and challenges.
- Promote BPIF Training Ltd.'s apprenticeship programs and other training solutions to potential clients.

Business Generation:

- Set and achieve targets for new apprenticeship starts and other training program enrolments.

- Develop and implement strategies to increase market share in the print, carton manufacture, and packaging sectors.
- Create and manage a pipeline of potential clients and apprenticeship opportunities.

Relationship Management:

- Serve as the main point of contact for key partners and employers.
- Regularly communicate with stakeholders to ensure satisfaction and address any concerns.
- Organise and attend industry events, networking sessions, and meetings to represent BPIF Training Ltd.

Partnership Development:

- Identify and pursue strategic partnership opportunities with businesses, Local Authorities, Trade Associations, and communities of interest.
- Develop and maintain strong relationships with Jobcentre Plus and Schools to facilitate apprenticeship placements.
- Create and implement partnership strategies that align with BPIF Training Ltd.'s goals and objectives.

Market Intelligence:

- Stay informed about industry trends, competitor activities, and changes in the apprenticeship and training landscape.
- Provide regular reports and insights to inform BPIF Training Ltd.'s strategy and service offerings.

Collaboration with Internal Teams:

- Work closely with the training delivery team to ensure seamless onboarding of new apprentices and clients.
- Collaborate with marketing to develop targeted campaigns and materials for partner and employer engagement.
- Contribute to the development of new training programs based on market demand and employer feedback.

Performance Monitoring and Reporting:

- Track and report on key performance indicators related to partnerships, employer engagement, and business generation.
- Analyse data to identify trends and opportunities for improvement.
- Prepare and present regular reports to senior management on partnership and engagement activities.

Knowledge, Skills and Experience

You will need;

- Previous experience of working for an independent training provider, delivering national skills programmes
- Proven experience of securing SME and apprenticeship levy employer accounts within the apprenticeship training sector
- Comprehensive understanding of apprenticeship funding, including negotiated costs and the levy
- Experience of generating traineeship placements
- Proven experience of developing relationships, influencing, and negotiating with employers to secure new business
- Strong communication, presentation verbal and written skills

- Experience of achieving targets related to apprenticeship and traineeship learner starts.
- Excellent time management and organisational skills
- Excellent record keeping skills, diligence to all compliance requirements

- Must hold a full, UK driving licence and access to own vehicle
- Must be flexible with travel