

Role Specification

Commercial Operations Executive & Employer Engagement Lead

Job Purpose

The Commercial Operations Executive & Employer Engagement Lead will provide operational leadership across the Commercial & Employer Engagement Directorate, ensuring systems, processes, projects and employer activity are effectively coordinated and support commercial growth.

Working closely with the Commercial Director, the postholder will serve as the Directorate's operational centre, supporting employer engagement, apprenticeships, commercial training, business development, CRM, reporting, marketing, and continuous improvement.

The role will use data, digital technology and approved AI tools to improve productivity, strengthen employer relationships, support decision-making and maximise commercial performance.

Main Responsibilities

Commercial Operations

- Coordinate the day-to-day operational delivery of the Directorate.
- Manage key priorities, action plans, projects and deadlines.
- Develop and improve systems and processes that support commercial growth.
- Coordinate cross-college commercial activity and strategy-related projects.
- Provide operational advice and support to the Commercial Director.
- Identify and implement enhancements in efficiency, productivity and customer experience.

Commercial Performance and Business Intelligence

- Develop and maintain commercial dashboards, KPI reports and forecasts.
- Analyse employer engagement, apprenticeship recruitment, pipeline and commercial income performance.
- Identify trends, risks and opportunities and recommend appropriate action.
- Produce management information, reports and presentations for senior leaders and Governors.

- Use labour market intelligence and competitor information to support commercial planning.

Employer Engagement and Business Development

- Coordinate the employer journey from initial enquiry through to delivery.
- Build and maintain effective relationships with employers and key stakeholders.
- Support employer meetings, events, networking and engagement activity.
- Coordinate commercial opportunities, proposals, presentations and business cases.
- Support tenders, funding opportunities and new business development.
- Ensure employer enquiries and follow-up activity are managed professionally and efficiently.

CRM and Commercial Systems

- Lead the effective use and development of Grofar and associated commercial systems.
- Keep precise employer, learner, opportunity and pipeline information.
- Monitor conversion rates and commercial activity.
- Produce reports and insights from CRM data.
- Identify opportunities for automation and system improvement.
- Guarantee compliance with data protection and information governance requirements.

Marketing and Communications

- Coordinate employer-facing campaigns with the College Marketing Team.
- Support digital communications, newsletters, employer bulletins, LinkedIn activity and events.
- Develop and maintain employer case studies and success stories.
- Monitor campaign performance and support continuous improvement.

Executive and Directorate Support

- Support the Commercial Director with key priorities, planning and reporting.
- Coordinate Directorate meetings, governance activity and key actions.
- Prepare briefing papers, reports and presentations.

- Process sensitive and confidential information appropriately.
- Monitor progress against Directorate objectives.

Digital Innovation and Ongoing Improvement

- Champion the responsible use of approved AI and digital technologies.
- Identify opportunities to automate regular activity and improve productivity.
- Support colleagues in adopting effective digital solutions.
- Develop and uphold Standard Operating Procedures.
- Lead and support continuous improvement and organisational change initiatives.

General Responsibilities

The postholder will:

- Promote equality, diversity and inclusion.
- Support the safeguarding of learners and vulnerable adults.
- Maintain confidentiality and comply with College policies and statutory requirements.
- Undertake appropriate professional development.
- Carry out other duties commensurate with the level of the role.

Person Specification

Essential

Qualifications

- Level 4 qualification or equivalent professional experience.
- GCSE English and Mathematics at Grade 4/C or above, or equivalent.

Experience

Experience of working across several of the following areas:

- Commercial operations or business development.
- Employer engagement or account management.
- Operational or project coordination.
- CRM systems and pipeline management.
- Business intelligence and performance reporting.

- Marketing and communications.
- Supporting senior leaders.
- Producing professional reports, presentations and proposals.
- Managing multiple priorities and deadlines.

Skills and Knowledge

- Strong commercial awareness.
- Excellent organisation and project management skills.
- Robust analytical and problem-solving capability.
- Effective stakeholder and relationship management.
- Excellent written and verbal communication.
- Confidence using CRM systems, Microsoft 365 and digital technologies.
- Skill to interpret data and produce clear management information.
- Strong customer focus.
- Ability to work independently, take ownership and deliver to deadlines.
- An interest in digital innovation, automation and approved AI tools.

Desirable

- Diploma or professional qualification in Business, Management, Marketing, Project Management or a related discipline.
- Experience within further education, apprenticeships, skills or employer-funded training.

Personal Attributes

The successful candidate will be:

- Commercially focused.
- Highly organised.
- Proactive and self-motivated.
- Professional and customer-focused.
- Collaborative and adaptable.
- Innovative and solution-focused.
- Resilient and comfortable working in a fast-paced environment.

Key Measures of Success

Success in the role will include:

- Growth in employer engagement and apprenticeship opportunities.
- Increased commercial pipeline conversion and income.
- High levels of employer satisfaction.
- Accurate and effective CRM utilisation.
- Timely and high-quality management information.
- Successful delivery of commercial projects and campaigns.
- Improved business efficiency.
- Continuous improvement in systems, processes and customer experience.

Career Development

The role provides broad experience across commercial strategy, employer engagement, business operations, CRM, business intelligence, marketing, project leadership and digital innovation, providing a strong platform for progression into commercial, employer engagement and management roles.