

Role Specification

Sales Executive – Commercial & Employer Engagement

Job Purpose

The Sales Executive will generate and convert new employer opportunities for South Essex Colleges Group, with a particular focus on apprenticeships, commercial training and wider workforce development.

The postholder will build strong employer relationships, identify business and skills needs, promote relevant College solutions and manage opportunities from initial contact through to successful conversion and handover.

Working as part of the Commercial & Employer Engagement team, the role will be target-driven, customer-focused and responsible for maintaining an accurate and active employer pipeline through Grofar CRM.

Key Responsibilities

Employer Engagement and Sales

- Proactively identify and engage new employers across priority sectors.
- Generate new apprenticeship, training and commercial opportunities.
- Build and maintain strong relationships with employers and key stakeholders.
- Understand employer workforce and skills needs and recommend appropriate College solutions.
- Promote apprenticeships, commercial training and other employer services.
- Convert employer enquiries and leads into meetings, vacancies, training opportunities and starts.
- Follow up opportunities promptly and professionally to maximise conversion.
- Support employer retention, repeat business and account development.

Apprenticeships and Commercial Growth

- Work with employers to identify suitable apprenticeship standards and training solutions.
- Explain apprenticeship funding, employer responsibilities and available support.
- Support employers in creating apprenticeship vacancies and progressing candidates.

- Coordinate opportunities with curriculum, recruitment and apprenticeship teams.
- Identify opportunities to cross-sell wider College training and workforce solutions.
- Support achievement of apprenticeship recruitment, employer engagement and commercial income targets.

CRM and Pipeline Management

- Maintain accurate and timely employer, contact and opportunity information within Grofar.
- Manage an active sales pipeline from initial lead through to conversion.
- Record employer meetings, follow-up actions, vacancies and outcomes.
- Monitor conversion rates and ensure opportunities are progressed within agreed timescales.
- Provide accurate pipeline forecasts and activity updates to managers.
- Ensure CRM information is complete, current and suitable for management reporting.

Employer Customer Service

- Provide employers with a professional and responsive service.
- Ensure enquiries are acknowledged and progressed promptly.
- Coordinate effectively with internal teams to provide employers with clear and accurate information.
- Support a smooth employer journey from enquiry through recruitment, enrolment and delivery.
- Gather employer feedback and identify opportunities to improve the customer experience.
- Act as a key point of contact for allocated employers.

Business Development and Market Intelligence

- Research new employers, sectors and market opportunities.
- Attend employer events, networking activities and business forums.
- Develop knowledge of local and regional labour market priorities.
- Identify competitor activity and emerging employer demand.

- Contribute ideas for employer campaigns, events and business development activity.
- Support employer presentations, proposals and promotional activity.

Team Working

- Work closely with Commercial & Employer Engagement colleagues to achieve Directorate targets.
- Develop effective relationships with curriculum, apprenticeships, marketing, admissions and support teams.
- Ensure employer commitments are communicated clearly and handed over effectively.
- Contribute to team meetings, sales reviews and performance discussions.
- Share employer intelligence and opportunities across the Group.

General Responsibilities

The postholder will:

- Promote equality, diversity and inclusion.
- Support the safeguarding of learners and vulnerable adults.
- Maintain confidentiality and comply with data protection requirements.
- Work in accordance with College policies and procedures.
- Undertake relevant professional development.
- Carry out other duties appropriate to the level of the role.

Person Specification

Essential Qualifications

- Level 3 qualification or equivalent professional experience.
- GCSE English and Mathematics at Grade 4/C or above, or equivalent.

Essential Experience

Experience of:

- Sales, business development, employer engagement or account management.
- Building relationships with customers or employers.
- Working towards targets and performance measures.
- Managing leads or opportunities through a sales pipeline.
- Using CRM or customer management systems.
- Managing multiple customers, priorities and follow-up actions.

Experience within education, training, apprenticeships or recruitment would be advantageous but is not essential.

Skills and Knowledge

The successful candidate will demonstrate:

- Strong sales and business development skills.
- Excellent relationship-building ability.
- Commercial awareness.
- Confidence approaching and engaging new employers.
- Strong influencing and negotiation skills.
- Excellent verbal and written communication.
- Good organisation and time management.
- Ability to manage an active sales pipeline.
- Confidence using CRM systems and Microsoft 365.
- Ability to work independently and take ownership of targets.
- A professional and customer-focused approach.

Personal Attributes

The postholder will be:

- Proactive and self-motivated.
- Target-driven.
- Commercially focused.
- Confident and professional.
- Resilient.
- Highly organised.
- Customer focused.
- Collaborative and solution focused.

Key Performance Indicators

Performance will be measured through a combination of:

- Number of new employers engaged.
- Employer meetings and qualified opportunities generated.
- Apprenticeship vacancies created.
- Apprenticeship starts and commercial conversions.
- Lead-to-opportunity and opportunity-to-start conversion rates.
- Employer retention and repeat business.
- Employer satisfaction.
- Commercial pipeline value and accuracy.
- CRM compliance and data quality.
- Achievement of agreed individual and team sales targets.
- Timeliness of employer follow-up and response.