JOB DESCRIPTION AND PERSON SPECIFICATION

Job Title:	**Employer Engagement Advisor**
Pay Grade:	**£31,255 - £32,186 plus performance-related commission of up to 20% - OTE £37,506 - £38,623**
Managed by:	**Employer Engagement Manager**
Responsible for:	**None**
Campus:	**Based across our City Centre and Somer Valley campuses, with travel across the region for meetings/events.**
Department:	**Employer Engagement**

Key Purpose

To deliver high-quality apprenticeship recruitment and employer engagement activity and supporting the College's growth strategy.
The postholder will be responsible for generating apprenticeship opportunities, securing placements, recruiting learners, and managing employer relationships, ensuring targets are met and an excellent customer experience is delivered to both learners and employers.
This is a target-driven role with clear expectations linked to individual and team performance, contributing directly to apprenticeship starts, income and employer satisfaction.

Performance Framework

This role attracts Performance Related Pay (PRP) of up to 20%, linked to:

- Apprenticeship starts achieved against target
- Employer engagement and vacancy generation
- Conversion rates (applicant to start)
- Data quality and compliance measures
- Contribution to team and organisational performance

Specific Responsibilities

As an Employer Engagement Advisor, you will work with employers across the region to identify workforce needs, create opportunities and promote apprenticeship and training solutions that support business growth.

Working to our **P.R.O.U.D.** Employer Engagement values, you will be responsible for developing relationships, generating opportunities and delivering excellent customer service to employers, apprentices and internal stakeholders.

Professional

- Act as a professional ambassador for Bath College when engaging with employers, partners and stakeholders.

- Manage recruitment activity through CRM systems and IT platforms, ensuring accurate recording of employer engagement, applicant information, vacancies and recruitment outcomes.

- Deliver a high standard of customer service and ensure timely communication with employers and applicants.
- Ensure all documentation and records are compliant, audit-ready and completed within deadlines.

Relationship Driven

- Build, develop and maintain strong relationships with employers across a range of sectors.
- Manage a portfolio of employer accounts, acting as a trusted point of contact throughout their apprenticeship and training with Bath College, building strong relationships that maximise repeat business and create long-term partnerships.
- Encourage employers to engage with wider College activities, including placements, industry insight talks and curriculum enrichment opportunities.
- Work collaboratively with curriculum and apprenticeship teams to ensure employer needs are met effectively and opportunities are maximised across the College.

Opportunity Focused

- Proactively identify and generate new apprenticeship, recruitment, commercial training and workforce development opportunities.
- Identify opportunities for employers to support student development through placements, industry insight talks, careers activities and other employer engagement activities.
- Engage with businesses through networking events, employer meetings, referrals and outreach activity.
- Contribute towards agreed team and individual targets for employer engagement, recruitment and business growth.

Understand Employer Needs

- Consult with employers to understand their workforce challenges, recruitment plans and skills development requirements.
- Provide advice and guidance on apprenticeship programmes, training solutions and other College services.
- Identify opportunities to support employers through workforce development, talent pipeline activities, student engagement initiatives and broader employer partnership activities.

Deliver Solutions

- Match employers with suitable apprenticeship and training solutions that meet their business needs.
- Support employers throughout the recruitment process, including vacancy promotion, applicant screening and candidate matching.

- Facilitate employer engagement opportunities that support both business objectives and student progression, including work placements, industry insight talks, careers activities and apprenticeship recruitment.
- Monitor employer satisfaction and identify opportunities for continuous improvement.

Additional Responsibilities

- Represent Bath College at careers fairs, employer events, networking activities and sector engagement meetings.
- Actively contribute to team meetings, pipeline reviews and performance discussions.
- Keep up to date with apprenticeship developments and labour market trends.
- Contribute positively to the growth, reputation and success of the Employer Engagement team.

What Success Looks Like

- Building a strong network of engaged employer partners.
- Creating new apprenticeships and training opportunities.
- Achieving agreed recruitment and employer engagement targets.
- Generating repeat business and long-term employer relationships.
- Delivering outstanding customer experience.
- Supporting employers to develop their workforce and helping individuals access rewarding career opportunities.

Safeguarding, Equality and College Responsibilities

- Safeguard and promote the welfare of children, young people and vulnerable adults.
- Promote equality, diversity and inclusion, ensuring fair access to opportunities.
- Engage in training and professional development as required.
- Undertake additional duties commensurate with the role.

Professional Conduct

All Staff are expected to:

- Participate in the College's Performance Appraisal system.
- Make the most efficient and effective use of human, financial and material resources.
- Be aware of and responsive to the changing nature of the College, adopt a flexible and pro-active approach to work and contribute to a range of cross-college initiatives to facilitate the delivery of key business objectives.
- Participate in department and College developments; attend internal and external meetings and

training programmes relevant to the performance and execution of the duties of their post.

- Be conversant with and operate all appropriate information technology resources available and to keep abreast of developments in this area.
- Participate in the development of a responsive customer centred approach to service delivery.
- Ensure compliance with all College policies, procedures and regulations and assist in the implementation of decisions of the Corporation.
- Give good notice of any absence in line with the College's Absence Management Policy.
- Adhere to general standards of conduct embodied in College policies.

General

- Within the limitations set out in your contract, working hours are flexible and can be subject to variation depending upon needs. They may, for example, include weekends and evenings. It is expected that holiday entitlement should be taken at times convenient to the department.

- This job description is current at the date shown below. In consultation with you and your trade union representatives if requested, it is liable to variation to reflect or anticipate changes in, or to, the College environment.

October 2026

PERSON SPECIFICATION

Criteria	Essential	Desirable	Assessment
Qualifications	• GCSE Maths and English (Grade 4/C or equivalent) • Full UK driving licence (or ability to travel)	• Information, Advice and Guidance qualification • Customer service or relevant vocational qualification	Application form Formal Interview
Experience	• Experience of working in a target-driven or sales/recruitment environment • Experience of engaging with employers or customers • Experience of delivering information, advice and guidance	• Experience in apprenticeships or further education • Experience of working with young people and/or adults	
Skills and Abilities	• Excellent communication and interpersonal skills • Strong organisational skills and ability to manage competing priorities • Ability to work to targets and deadlines • Good IT skills (e.g. Microsoft Office, CRM systems) • Attention to detail and accuracy in data handling	• Understanding of apprenticeship recruitment processes • Awareness of apprenticeship funding rules and compliance • Experience using social media for marketing and outreach	
Personal Qualities	• Target-driven with high levels of motivation and resilience • Strong team player with a collaborative approach • Solution-focused and proactive		

Criteria	Essential	Desirable	Assessment
	• Professional, positive and customer-focused approach • Adaptable and able to work under pressure		