

Business Development Officer

CANDIDATE BRIEF

JOIN THE **PURPLE** REVOLUTION
TRANSFORMING LIVES THROUGH LEARNING



Learning Curve Group (LCG) is one of the UK's leading providers of high-quality skills training, providing education and training nationally. For over 16 years LCG has delivered a wide range of training solutions to meet the needs of employers and individuals – from apprenticeships and diplomas to short courses and vocational certificate programmes.

Our 'Purple People', the dedicated and passionate people of LCG, help us to deliver success no matter what, to achieve our vision to 'transform lives through learning'.

Why Purple?

You might have already guessed but Purple is our favourite colour – it has been since we opened in 2004. Our love for Purple has grown over the years with many of our amazing staff saying, "If you cut me in half, I'd bleed Purple!"

– in fact the more diverse our workforce is, the better! You become a Purple Person by living and breathing our core values – we'll talk more about them shortly!

Beyond the values it's about what you do every day that makes the difference.

Purple People are inquisitive and ask the right questions that help you learn something new every day. It's about working hard and being kind to those around you – making sure we help each other to reach our potential. What we ask of our Purple People the most though is that you LOVE what you do and have fun while you're doing it. But when you're transforming lives through learning, enjoying your job is the easy part!

Take a look at our mission, vision and values so you can start to see how you'll slot in.

ABOUT LEARNING CURVE GROUP

Vision

Transform lives through learning

Values

- P** **PASSIONATE** - We're passionate about everything we do, especially creating as many opportunities as we can for both young people and adults to gain new skills.
- U** **UNSTOPPABLE** - We are committed to continually exploring ways to improve the service that we offer for the benefit of our learners, partners, and employers.
- R** **RIGHT** - We endeavour to be open, honest and fair in our dealings with learners, employers, partners and stakeholders. We also aim to get it right first time.
- P** **PARTNERSHIPS** - We continually strive to deliver excellence through strategic and sustainable partnerships with a wide range of FE organisations, employers and wider stakeholders.
- L** **LEARNERS** - We keep our learners at the centre of everything we do and we are driven by the desire to provide life-changing opportunities for them.
- E** **EMPOWERED** - We are passionate about supporting Purple People at all levels, empowering them to realise their full potential and progress.

ABOUT THE ROLE

Location	Liverpool/Northwest - Field Based
Employment Type	Permanent
Hours & Working Pattern	Monday-Friday 37.5
Salary	£23,000 - £26,000

OVERVIEW

This role requires you to be a motivated and self-driven person to effectively promote the curriculum offer and to recruit learners aged 19+ onto appropriate programmes on offer. You will be responsible to engage with key stakeholders to ensure the effective marketing of the provision, actively engage with employers and learners across the region and identify employment opportunities linked within the training and qualifications that we provide within our Pre-employment provision. The purpose of this is to gain interviews for our learners and support the transition from completion of training and qualifications into employment or Further Education.

Main Purpose of the Post:

- To engagement with the local community venues and promote the curriculum
- To provide robust information, advice and guidance to the learners and successful recruit them onto the right courses

MY MAIN DUTIES

- Developing and maintaining good strong relationships with external organisations
- Identifying and promoting courses to learner and learner referral sources
- Engaging with potential learners and providing them with accurate information, advice, and guidance along with keeping records of all the above activities
- Carrying out initial assessment activities, identify individual learner support requirements and communicate to the relevant colleagues
- Maintaining the learner tracking details for each of the courses and effectively communicating with the relevant tutors and assessors to collate all this information
- Support the tracking of the learners upon completion into a positive destination for a period of 26 weeks.
- To identify employers who have employment, apprenticeship, or placement opportunities and to develop good working relationships which are receptive to providing opportunity for our post qualification NEET learners to be offered employment prospects
- To identify and engage in communication with local employment partnership groups to promote our services and identify employment opportunities
- Responding to client enquiries and providing support to their requirements
- Attending promotions days at client's premises when required and promoting the companies' services to potential customers/learners
- Attending careers events to promote Learning Curve Group
- Accurately and timely completion of all recruitment documentation
- Effectively communicating with other staff members about day to day activities
- Conduct your role in line with the company value and expected behaviours
- Promote equal opportunities and recognition of diversity throughout the company
- Comply with the Safeguarding, Prevent and Health and Safety Policies and be vigilant to potential concerns and risks at all times
- Ensure confidentiality and professionalism at all times.



ESSENTIAL CRITERIA

- Experience in a similar engagement role (in the education sector would be desirable)
- Experience of sales and marketing
- Good experience of administration is necessary
- IT skills are essential
- GCSE or equivalent Maths and English qualifications
- Excellent communication skills
- Good track record of customer service
- Ability to work on your own and are self-motivated
- Able to travel within the region

Will I manage people?

Is driving essential?

Can this role be performed remotely?

How often will I be required to travel? Yes – to attend community venues and engage with learners face to face.

Induction

We know starting a new job can be daunting which is why you will have a structured training plan for your first few weeks set out by your manager, and specific to your role. Where possible, you will spend a day or two at our amazing HQ to pick up your equipment, uniform and get to know some of your colleagues!

Safeguarding

Learners are at the centre of everything we do – it's because of that we'll need references from your previous employer(s) and maybe even a DBS (dependent on your role!)



WHY WOULD I WANT TO WORK HERE?

Aside from our amazing staff, there are some pretty great reasons to want to work for Learning Curve Group. We hold a range of impressive accolades awarded by external companies in relation to staff engagement and culture.

Best Companies

We have not been listed as one of the top 100 companies to work for THREE times! In our 2021/22 survey, we placed:

- 37th in top 100 companies to work for,
- 8th in the North East's best companies to work for
- 4th in the Education and training best companies to work for

We are so proud of this achievement because it is the feedback from staff surveys that resulted in these results meaning our people are happy and engaged.

Investors in people

Since 1991 Investors in People has set the standard for better people management and Learning Curve Group are delighted to hold the prestigious Gold Standard Award. Our IIP accreditation provides assurance that we invest in our staff and as celebrated in our last report, have strengths in relation to reward and recognition.

We Listen

Employee feedback is hugely important to us and is why we have so many forums for you to have your say, ask brilliant questions or give creative and new ideas!

- ✓ Keeping in Touch (KIT) Meetings are held every two months where a rep from every team across the business down tools and chat to our CEO, Brenda. It's a fantastic opportunity to be nosy and ask those burning questions.
- ✓ CEO Briefings are held every other week via our Facebook workplace and are very popular amongst the Purple Family. Brenda takes the time out to Welcome new starters, update us on any changes in the business or sector and most importantly celebrate all successes great and small
- ✓ Great ideas is another fantastic way for you to have your say. It might be a suggestion to improve a process, or the way we work. No matter how big or small, all ideas are welcomed

We are diverse

You're unique – and we love that about you. As an equal opportunity employer, we positively encourage applications from suitably qualified and eligible candidates regardless of sex, race, disability, age, sexual orientation, transgender status, religion or belief, marital status, or pregnancy and maternity.

Don't just take our word for it though! Our commitment to a number of covenants and pledges will show you just how serious we are about equal opportunities for all:

- ✓ Disability Confident Employer
- ✓ Armed Forces Covenant Silver
- ✓ Domestic Abuse Covenant
- ✓ Durham Enable
- ✓ Care Leaver Covenant



We want you to succeed

Imagine a training provider that doesn't support staff development!? Luckily that's not us, and at every opportunity we will encourage you to develop your knowledge and skills. As part of the "Purple People Academy" you can access a wide range of resources:

- Mandatory CPD
- Flexible Learning
- Apprenticeship Programmes
- CPD
- Leadership and Management courses
- Learning and Development Library
- Webinars, Seminars and Podcasts
- Careers Guidance
- Links to Professional Bodies and Forums



WHERE DOES MY ROLE FIT IN?

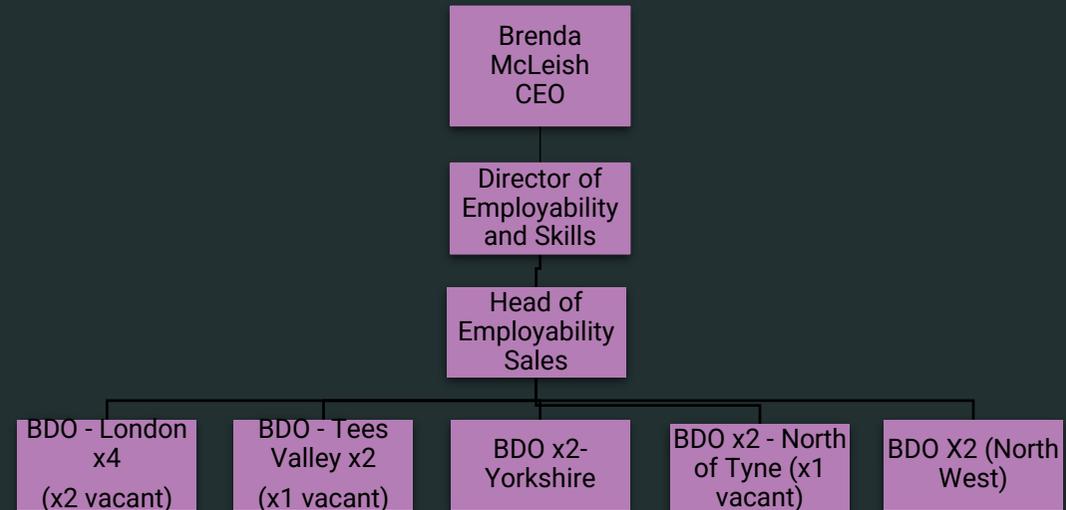
The role of a Business Development Officer sits within our employability provision of the business. Employability works with unemployed learners to understand their career goals and aspirations, by then supporting the learners on the relevant courses to achieve L1, 2 & 3 courses across a varied number of sectors, such as, Childcare, Health & Social Care, Security, Taxi, Construction, Customer Service and so much more!

HEAR FROM THE TEAM

Steve Stewart, Business Development Officer

“After leaving the military in 2015 after a long service career, I wanted employment that would give me some variety, where no two days would be the same. The role of Business Development Officer has certainly, ticked all the boxes. I love the fact that I get to meet so many different people from all walks of life. Job satisfaction and work life balance is often banded around, which is something I get in this role. Working closely with the local Job Centres and local employers allows me to see the complete learner journey from start to finish, which hopefully leads them into employment.”

WHAT DOES MY TEAM LOOK LIKE?



PURPLE PERKS

There are lots of great reasons to want to work at Learning Curve Group but we think our benefits make working here even extra special! Here's a snippet of what becoming a purple person gets you but you can view our full benefits booklet [here](#):

 <p>Cycle to Work Scheme Staff can apply to join the cycle to work scheme.</p>	 <p>Extra Leave Days Staff can buy or sell up to 5 days extra annual leave.</p>	 <p>Social Events Staff get to enjoy company parties every year.</p>	 <p>Dress Down Fridays Every Friday staff do not need to wear uniform and can donate £1 to charity.</p>
<p>2YR</p> <p>2 Years Service Staff who have passed 2 years service receive 2 extra days annual leave.</p>	 <p>Health Insurance All staff have access to the Simply Health Plan.</p>	 <p>Amazing Annual Leave Staff are entitled to 26 days annual leave plus 8 bank holidays. You can benefit from 44 days off from long service awards and buying holidays.</p>	 <p>CPD Opportunities There are lots of opportunities to gain new skills and progress at LCG.</p>
<p>5YR</p> <p>5 Years Service Staff who have passed 5 years service receive 2 extra days annual leave.</p>	 <p>Fizz Fridays After achievements we celebrate together on a Friday afternoon.</p>	 <p>Christmas Shutdown The business shuts down for a week over the festive period so you can spend time with loved ones.</p>	 <p>Charity Ball LCG host a themed annual charity ball each year which staff can get involved in.</p>
<p>10YR</p> <p>10 Years Service Staff who have passed 10 years service receive 1 extra day annual leave.</p>	 <p>Tea and Coffee Tea and coffee is provided free of charge across all sites for staff.</p>	 <p>Performance Awards Staff can earn vouchers and other prizes for outstanding performance.</p>	 <p>Great Ideas We have a Great Ideas inbox for staff to submit any ideas that will improve the business.</p>
 <p>Uniform Allowance All staff are given 3 free pieces of uniform.</p>	 <p>Early Finish Fridays On the last Friday of every month staff can benefit from a 4pm finish.</p>	 <p>Welcome Box New starters will receive a welcome box that includes LCG goodies!</p>	 <p>Annual Staff Conference LCG host an annual conference for all staff from across the country and the business to get together.</p>

