



Business Development Officer  
CANDIDATE BRIEF

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



## ABOUT LEARNING CURVE GROUP

Learning Curve Group is a national training and education specialist. We work with further education providers, employers and learners to help them achieve success. We have strong values which are all centred around our learners – and that’s how we believe it should be, as we impact on over 100,000 of them every year. 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!”

But being a Purple Person isn’t about how you look, sound or where you’re from – 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.



## OUR MISSION ▼

Learning Curve Group provides vocational education and training programmes to a wide range of learners and employers.

Our aim is to engage actively with learners and employers to identify their training needs, and then to provide cost effective, flexible and high-quality training programmes that enable learners to achieve and progress.

## OUR VISION ▼

Our vision is:  
Transforming lives through learning.

### PEOPLE

Deliver a people strategy that ensures we invest in our current and future staff to meet our business needs now and in the future.

### QUALITY

Ensure the very best experience for our learners and customers, which leads to high outcomes.

### GROWTH

Develop and grow our customer base, products and provision across all areas of the business, increasing turnover and profitability from the previous financial year.

Investment in infrastructure and systems to ensure LCG has the required foundations for further growth and development.

## OUR VALUES ▼

**Learners are at the centre of everything we do...** we are passionate about providing life-changing opportunities for our learners.

**Do the right thing...** we always endeavour to be open, honest and fair in our dealings with learners, employers, partners and stakeholders.

**Innovation through collaboration...** we continually strive to be creative and forward-thinking, through strategic and sustained partnerships.

**Continuous improvement...** we are committed to continually exploring ways to improve the service we offer for the benefit of our learners, partners and employers.

**Develop and empower our staff...** we are passionate about supporting staff at all levels so that they can realise their full potential and progress.

## ABOUT THE ROLE

### Permanent

Field Based, Tees Valley

16-20 hours

£9,813.33 - £12,266.67

## OVERVIEW

Learning Curve Group is a national training and education specialist. We work with further education providers, employers and learners to help them achieve success. Since 2004, Learning Curve Group (LCG) has grown both organically and through acquisition to become one of the largest and most diverse providers in the country. We have strong values which are all centred around our learners – and that's how we believe it should be, as we impact on over 100,000 of them every year. 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'.

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 to be vigilant to potential concerns and risks
- Always ensure confidentiality and professionalism
- Deliver the company values

#### **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
- 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 – within the Tees Valley area.

#### **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.

### Investors in people

#### 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?

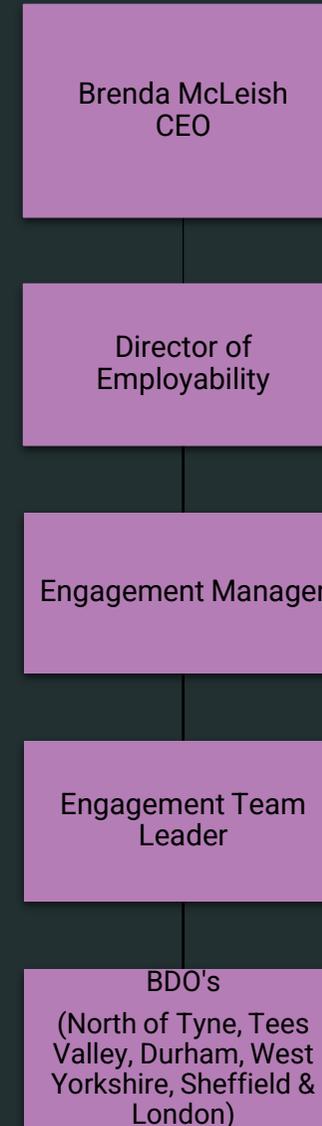
The role of a Business Development Officer sits within our employability provision of the business. Employability works with unemployed learners to understand their career goals and aspirations, by then supporting the learners on the relevant courses to achieve L1, 2 & 3 courses across a varied number 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 Engagement Support 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 REWARDS

There are lots of great reasons to want to work at Learning Curve Group. As a multi award winning business, we're particularly proud of our Investor's in People Gold status, as well as our place on The Sunday Times Top 100 Companies to work for list for two years running (2019, 2020). But there are also heaps of amazing benefits that make working here even more special. Here are our core benefits:



### HEALTHCARE SCHEME

This includes both your physical and mental well-being which is why you'll be able to access our Healthcare plan for £4.55 a month. The Healthcare plan gives you get access to a GP 24/7 by phone or online, the ability to claim back prescriptions, eye tests and dentist work. You'll also receive up to six face to face counselling sessions or unlimited structured telephone ones. What's great is that children up to the age of 24 can also share your allowance.

**Benefit value: £2500+ per annum**

### REWARD ME NOW

As an LCG Employee you'll gain access to the Reward Me Now app, where you can receive discounts on over 120 retailers both instore and online. With huge brands like Currys, ASDA, ASOS and Amazon, you can make savings between 1- 28%

**Benefit Value: Unlimited**

### TECH SCHEME \*

Want discounts on the latest tech? We are part of a programme called Techscheme, which allows you to purchase tech products from Apple or Currys PC World through a salary sacrifice of up to £1000. You can enjoy savings on an enormous range of tech products including laptops, phones, PC's, tablets, Smart tech and home automation products

**Benefit value: £1000 per annum**

### CYCLE SCHEME

Keen cyclist or want to get more active? You can access our Cycle scheme. This is an employee benefit that can save you huge discounts on bikes and accessories. You can save between 25–39%, paying nothing upfront as payments are taken tax efficiently from your salary by us. The Cycle scheme doesn't mean you have to cycle to work all the time, but we do encourage it if possible! It will help us reduce our carbon footprint and most importantly improve your health and wellbeing,

**Benefit value: £1000 per annum**

**Benefits total £6000+ per annum**

