

JOB DESCRIPTION

Post:	Industry Engagement Manager
Responsible to:	Head of Business, Skills and Apprenticeships
Salary:	Fixed Point 40 £40,787 Per Annum
Conditions of Service:	Truro and Penwith College conditions of service
Main Purpose of Job:	To lead and manage the Industry Engagement Team, driving engagement with employers to support apprenticeship and adult learning recruitment, mandatory work placements and commercial training initiatives. The role ensures alignment with local economic priorities and College objectives while delivering a high-quality experience for learners and employers.
Specific Duties:	<p>Team Leadership and Management</p> <p>Lead and manage a team of Industry Engagement Consultants and Apprenticeship Advisers, ensuring alignment with College priorities.</p> <p>Set clear objectives and KPIs for the team to achieve apprenticeship starts, commercial income, externally funded project targets, and mandatory work placement requirements.</p> <p>Foster a high-performance culture through regular reviews, coaching, and performance monitoring.</p> <p>Employer Engagement and Relationship Management</p> <p>Develop and oversee an effective account management system to ensure comprehensive coverage of College Faculty areas and maintain strong partnerships with key employers.</p> <p>Establish and maintain productive relationships with external partners, including the Cornwall Chamber of Commerce and Federation of Small Businesses.</p> <p>Support sector-specific Employer Forums to identify workforce development needs and enhance collaborative partnerships.</p> <p>Represent the College at external events and deliver presentations to promote its offerings.</p>

Curriculum and Market Insight

Collaborate with the Head of Business, Skills and Apprenticeships to maintain awareness of the local economic landscape to identify opportunities for curriculum development and develop growth strategies.

Inform targeted marketing and recruitment campaigns and activities to align with economic priorities and College objectives.

Customer Journey and Quality Assurance

Ensure effective recruitment, onboarding and tracking processes are in place, including the development of marketing assets and registration templates.

Oversee the compliant achievement of mandatory work placements for full-time students, particularly for T-Levels and other qualifications requiring work-based learning.

Monitor and enhance team performance through quality assurance processes, employer consultations, and satisfaction surveys.

Data and System Management

Oversee the effective use of a cross-College Navigate placement recording and CRM system to ensure employer interactions are recorded accurately and are visible for monitoring and reporting purposes.

Commercial and Project Delivery

Drive initiatives to engage customers and sector groups in bespoke commercial provision, Skills Bootcamps and apprenticeships.

Support the delivery of targeted training initiatives and externally funded projects; ensuring objectives are met.

General Requirements:

As a member of staff, the post-holder will be required to further the agreed aims of the College by participating fully in the following:

The first six months of your employment will be a probationary period, during which your suitability for the position to which you have been appointed will be assessed.

To participate in the scheme for appraisal and review of performance adopted by the College.

The provision of a high-quality environment for student learning and associated activities.

Student Welfare and Support Services.

To be responsible for promoting equality and diversity in line with College procedures.

The development of a flexible and responsive institution.

To act responsibly in using resources including contributing and complying with efforts and initiatives to reduce carbon emissions.

To maintain the highest standards of professional behaviour at all times (including compliance with the staff Code of Conduct), with a positive and student focused approach.

College Promotional and Marketing Activities.

The safe and appropriate use of College equipment, premises and property.

Health and Safety Procedures as laid out in the College Health and Safety Policy.

Staff Development Activities.

General College Developments.

All members of staff must be prepared for changes in their responsibilities and work.

The postholder will also be required to undertake such other tasks as the Principal from time to time may determine.

All members of staff are required as part of their duties to accept responsibility for safeguarding, Prevent and promoting the welfare of children and vulnerable adults.

PERSON SPECIFICATION

INDUSTRY ENGAGEMENT MANAGER

Ideally, the person appointed will have the following skills and experience:

Essential

- Strong commercial experience working with business customers with a proven record of success, ideally in business-to-business
- Excellent industry engagement, business development and partnership and account management skills.
- Excellent communication skills at all levels, including presentations and at board level.
- Experience of managing and motivating staff to achieve objectives.
- Good knowledge and proven record of delivering solutions to meet customers' needs.
- Effective team player who can lead the Industry Engagement Team and work collaboratively as part of the management team.
- Experience of business-to-business marketing and events and a track record of successful account growth initiatives and strategies.
- Ability to plan, organise and to work to deadlines.
- Commitment to continuous improvement and providing the best possible service to business and their staff.
- The ability to build productive and collaborative relationships with staff across the College to develop employer led training solutions.
- Excellent inter-personal skills.
- IT literate, with strong skills in Microsoft packages and data systems
- Full Driving Licence and access to a vehicle, as regular travel across Cornwall will be required
- Personal drive with a results driven attitude always looking to exceed customers' expectations.
- Passionate and ambitious to lead within a changing environment.

Desirable

- Thorough understanding of a range of training programmes, i.e. Adult Skills Fund, Apprenticeships etc.
- Understanding and experience of the external liaison; administration and audit requirements necessary to develop and deliver successful training solutions.
- Experience of developing a successful business to business sales team.
- Level 3/4 Advice and Guidance qualification.
- Ability to create and maintain effective systems and processes.

The College is registered with the Disclosure and Barring Service and the successful applicant will be required to apply for a Disclosure at the enhanced level. If you apply for a job with vulnerable people when you know you are on a barred list, you could be fined or face a prison sentence.

Truro and Penwith College is committed to ensuring a culture of valuing diversity and ensuring equality of opportunities.

THE TRURO & PENWITH COLLEGE VISION

LOOK FURTHER REACH FURTHER GO FURTHER

OUR AMBITIONS

LOOK FURTHER

- **Aspiration:** Students gain the confidence and self-belief to set ambitious progression and career goals
- **Inspiration:** Students are inspired by interactions with staff, stakeholders and alumni

REACH FURTHER

- **Triumph:** Students exceed expectation and achieve their full potential
- **Talent:** Expert lecturers with a passion for teaching, learning and assessment
- **T&PC Magic:** exceptional facilities, enrichment and opportunities

GO FURTHER

- **Progression:** Students progress to competitive universities, apprenticeships and jobs that provide strong foundations for successful careers
- **Prosper:** Students develop the skills needed to flourish at university or in employment
- **Productivity:** Students gain the skills employers need, supporting the economy to thrive

OUR VALUES

Our values, chosen by staff and students, provide the foundations for a high-performing inclusive culture in which our ambitions can be realised.

WELLBEING

Looking after our own physical, social and emotional wellbeing; the most important foundation for a happy, healthy and prosperous future.

ENGAGEMENT

Taking full advantage of the opportunities available to us, both at college and beyond.

ASPIRATION

Wanting the best future for ourselves and having the self-belief that we can achieve it; looking beyond the horizon we may initially see.

RESPECT

Playing an active part in creating positive inclusive communities, where everyone is valued and respected.