



JOB DESCRIPTION

POST TITLE: Apprenticeship Account Manager

Ref: HCFCATCH/65

**HCF CATCH Ltd
CATCH Facility
Redwood Park Estate
Stallingborough
Grimsby
NE Lincolnshire**

REPORTS TO: Director of Skills

1. PURPOSE OF JOB

To lead the CATCH Apprenticeships sales activity by maintaining and building strong relationships with current CATCH members and customers. To work with the Director of Skills to ensure CATCH Apprenticeships is a market leader as a technical apprenticeship provider in the process manufacturing, engineering and energy industries. To participate in sustainable growth of the CATCH business, generating sales activities and acquisition of new business.

2. MAIN RESPONSIBILITIES

1. To manage the client relationship for all CATCH Apprenticeship clients through regular communication, meetings, emails and phone calls.
2. To line manage the Schools Engagement & Recruitment Coordinator and ensure that role performs in line with the business key performance indicators.
3. To lead on the closing of sales from the sales pipeline.
4. To ensure that CATCH Apprenticeship customers are aware of the whole portfolio of training from CATCH Apprenticeships and CATCH Skills.
5. To engage with clients and drive the delivery team to develop further provision to add to the CATCH Apprenticeship portfolio.
6. Arrange and host visits to CATCH for potential new and current customers.
7. Use feedback to meet customer demands and improve service – managing expectations.
8. To develop innovative solutions to help meet and exceed sales targets.
9. To lead on the full sales cycle from lead generation to close.
10. To provide the Director of Skills with management data
11. To actively follow up potential leads using CRM system and sales pipeline.
12. To conduct market research in order to identify market opportunities/requirements for current and future products, utilising varied and differing strategies.

3. CONTACTS AND RELATIONSHIPS

INTERNAL CATCH team members, CATCH site tutors/trainees

EXTERNAL Member companies and their employees, other companies in the process, energy, engineering and renewables sectors.

4. DECISIONS

Discretion – Makes day to day decision in accordance with the main tasks of the role and in accordance with CATCH policies and guidelines.

5. WORK ENVIRONMENT

a) Work Demands – The post holder will be required to work to overall targets set by the Chief Executive and the CATCH Board of Directors. On a daily basis reports to the Director of Skills.

b) Physical Demands – The work may require moving and handling display stands, boxes of publications and other office equipment from time to time.

c) Working Conditions – The post holder will be office and home based as we have a flexible working model to suit the employees and the business needs.

d) Hours of Work – Some 'out of hours' working may be required to meet the needs of the role.

6. KNOWLEDGE & SKILLS

- 'Can do' attitude to provider customer solutions
- Understanding of the market, sector and region
- Understanding of training, apprenticeships and relevant qualification systems
- Excellent interpersonal, presentation and communication skills, both verbal and written
- Excellent networking and influencing skills and a high level of credibility within the industry sectors
- Personal drive to succeed, with high levels of initiative, confidence and determination

7. GENERAL

a) Other Duties – The duties and responsibilities in this job description are not restrictive and the post holder may be required to undertake other duties from time to time. Any such duties should not however substantially change the general character of the post. Key holders should refer to the employee handbook for guidance on building security and locking up procedures.

b) Equal Opportunities – The post holder must carry out his/her duties with regard to our Equal Opportunities policy.

c) Health and Safety – The post holder must carry out his / her duties with full regard to our Health and Safety Procedures.

d) Training – CATCH policy to provide relevant training and personal development opportunities to support the development of the individual and their role in the organisation.

e) ISO 9001 – to comply with company policies and procedures and ensure that the ISO 9001 policy is adhered to at all times.

Job Description prepared by: J McIntosh

Job Description evaluated by: D Talbot

Received by Postholder: