

**Job Description**

**Head of Outreach & Engagement (Maternity Cover)** |CATCH

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| **Perm/Contract:** | Permanent |
| **Location:** | CATCH, Redwood Park Estate, Stallingborough, DN41 8TH |
| **Hours:** | 08:30 – 16:30 |
| **Reports to:** | Director of Education & Training |
| **Team:** | Apprenticeships |

**About CATCH**

CATCH is a membership led, skills, competency and apprenticeship providers supporting the process, energy, engineering and renewable industries in Lincolnshire, Yorkshire, and Humber.

**About the role**

This role is crucial in the apprenticeship division as it encompasses three main areas of outreach and engagement, employer engagement, schools and learner engagement, and apprenticeship recruitment. The role leads on managing client relationships, driving business development and the engagement of diverse learner groups for all CATCH education programmes. The role also includes oversight of the apprentice recruitment process and matching up employers with learners to meet their expectations.

**Responsibilities**

* Build and maintain strong relationships with key clients, understanding their needs and ensuring the organization delivers exceptional value.
* Develop and implement strategies and plans to engage employers in the engineering and process-based sector and advertise the CATCH offer
* Identify new business opportunities and partnerships to expand our apprenticeship programmes
* Prepare and deliver presentations and proposals to prospective clients
* Conduct regular account management reviews with clients to understand their wider and evolving needs and provide appropriate solutions.
* Act as the primary point of contact for all employer engagement activities within the apprenticeship department.
* Contribute to the development and maintenance of a strong brand presence in the industry through effective communication, marketing, and branding strategies.
* Develop and execute strategies to attract and engage learners from various backgrounds, including adults, schools leavers, college students, community groups, ex-forces leavers and unemployed individuals to come on to new entrant programmes.
* Oversee the recruitment process for apprentices, ensuring a streamlined and effective approach that is supported and welcomed by employers.
* Represent the company at industry events, conferences and networking events to promote services.
* To manage the outreach & engagement and recruitment teams, ensuring that the team deliver on targets and other key performance indicators for the business

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.

**Candidate requirements**

* Proven track record of successful commercial role in the training sector, preferably within the industrial domain
* Strong track record of successful employer engagement and business development
* Strong understanding of the industrial training landscape, regulatory requirements and emerging trends
* Exceptional strategic thinking, problem solving and decision-making skills
* Ability to lead and inspire a team, with strong leadership and people management skills
* Excellent interpersonal, presentation and communication skills, both verbal and written with the ability to engage and influence stakeholders at all levels.
* Excellent communication, organisational and time management skills

**Work Environment**

* Work Demands – The post holder will be required to work to overall targets set by the Chief Executive and the CATCH Board of Directors.
* Working Conditions – The post holder will be based at the CATCH site but involve travel to client sites as and when required.

**General**

* **Confidentiality -** To manage the learners and learning environment with due respect to government guidelines on Safeguarding, Prevent and Data Protection and all CATCH procedures pertaining to these initiatives.
* **Safeguarding**- The role will involve regulated activity relevant to children as you will be teaching, training and/or instructing children in a classroom environment. It will also be your duty to recognise and report any safeguarding incidents that you become aware of.
* HCF CATCH LTD is dedicated to and recognises our moral and statutory responsibility to safeguard and promote the welfare of all apprentices, learners, service users and staff. All those involved in training must adhere to the ethos that **‘it could happen here’** to reinforce the protection of individuals and the identification/reporting of concerns.
* HCF CATCH LTD recognises the importance of providing an ethos and environment that will help apprentices and learners to be safe and feel safe, secure and respected; encourage them to talk openly; and enable them to feel confident that they will be listened to. We are alert to the signs of abuse and neglect and follow our procedures to ensure that children, young people and adults receive effective support, protection and justice.
* HCF CATCH LTD has a zero tolerance approach to abuse and any other harmful behaviour.
* **The Rehabilitation of Offenders Act 1974 (Exceptions) Order 1975 (2013 and 2020)-** provides that when applying for certain jobs and activities, certain convictions and cautions are considered ‘protected’. This means that they do not need to be disclosed to employers, and if they are disclosed, employers cannot take them into account. Guidance about whether a conviction or caution should be disclosed can be found on the Ministry of Justice website. Please note any criminal convictions except those 'spent', or otherwise ‘protected’, under the Rehabilitation of Offenders Act 1974.
* The role is dependent upon the completion of a successful DBS certificate.

**Job Description prepared by:** J McIntosh

**Job Description evaluated by**: D Talbot

**Received by Postholder:**