

Job Description – Apprenticeship Partner – Schools/Business

Contract type: Permanent

Location: Head Office

Department: Sales and Marketing

As an Apprenticeship Partner, you will be responsible for supporting both new and existing clients with all aspects of the apprenticeship programme. Working to meet apprentice enrolment and progression targets, you will help businesses fill apprenticeship vacancies and upskill existing staff. You will act as a key liaison between employers, learners, and internal teams, maintaining strong relationships and ensuring high-quality engagement throughout the learner journey.

You will combine proactive sales and account management with support for learners and employers, ensuring compliance with funding guidance and Ofsted expectations, while contributing to our company's strategic growth.

Responsibilities

- Proactively target prospects and existing customers for new business cross sell and upsell opportunities
- Position our apprenticeship services using a consultative approach
- Manage employer accounts with high levels of service, regular communication, and responsiveness
- Understand clients' business objectives and future workforce plans to align apprenticeship opportunities
- Build and maintain client and learner relationships to secure repeat business and referrals
- Maintain and update accurate data and dialogue reports into the CRM database and other sales systems
- Raise incentive payments and invoices promptly
- To understand and effectively use the company's compliance policies to assist educators work with employers to ensure successful learning outcomes for apprentices
- Complete pre-enrolment checks: BKSB assessments, KSB documentation, and prior attainment reviews
- To work closely with the marketing Team to generate small personal micro marketing campaigns and effectively follow up and repost on results
- Promote apprenticeship programmes to both employers and learners, including attending career events
- Support learners with quality CIAG (Careers Information, Advice and Guidance) throughout their programme
- Assist employers in setting up and linking their Apprenticeship Service accounts
- Ensure timely submission of learner, mentor, and employer feedback questionnaires
- Adhere to all internal policies and procedures, especially those relating to safeguarding, EDI, GDPR, and health & safety
- Undertake onboarding and enrolment processes where needed
- Respond promptly to NAS and partner referrals and learner applications
- Perform additional duties as reasonably required by your manager

Person Specification

Experience		
Description	Essential	Desirable
Industry-related sales experience	X	
Account management experience	X	
Qualifications		
Description	Essential	Desirable
5 GCSEs (or equivalent)	X	
Level 3 Information, Advice and Guidance (IAG)	X	

You will need to:

- Maintain personal and professional development and CPD to meet awarding body and contract requirements, and the changing demands of the job
- Undertake the duties described in this job description in a manner that promotes equality of opportunity, dignity and due respect for all employees, learners and other contacts and is consistent with the company's Equal Opportunities policy
- Be aware of and follow the guidelines issued by DCSF under the Every Child Matters Policy
- Present a good image of Heart of England Training in all contacts, and to maintain constructive relationships

This role will require a commitment to safeguarding and the postholder will undergo training for health & safety, safeguarding, prevent and EDI (Equality, Diversity and Inclusion) and GDPR.