



Dear Applicant,

Thank you for taking a look at this exciting opportunity at HETA and I hope that this information provides you with a useful insight to help you decide if this is the job for you.

HETA was created back in 1967 and that 50 year track record is one of our real strengths. We are growing rapidly and we need someone who can complement the existing sales team and be part of our continued growth.

We are a 'not for profit' company and retain an ethos that fits with our charitable status whilst being very commercially driven showing the traits of a private sector business.

Essentially we deliver three strands of training and skills provision to a range of employers in the engineering, manufacturing, process and renewables industries;

Level 3 Apprenticeships, Higher Education and Workforce Skills

Our core geographical area is the Humber region but latterly we have developed business opportunities across Yorkshire and nationally. ***This role is about identifying and working with clients along the M62 corridor and beyond.*** Fundamentally you have the opportunity to expand our commercial business beyond Humberside.

The ideal candidate will be someone who has the ability or experience to understand engineering and manufacturing-this doesn't mean that you will have a technical background but more importantly can credibly empathise with our clients' training needs and turn them into solutions. This is very much about the 'consultative sell'-you will need the ability to think creatively to develop innovative solutions to meet and exceed customer expectations.

You will be an experienced sales professional who knows how to effectively promote our business and drive a commercially focused team. The role is part of the wider sales team currently reporting directly into the CEO and Deputy CEO. This gives you a direct line for decision making and the autonomy to work proactively.

The successful applicant must be driven to succeed and achieve with a strong desire to work with a whole range of businesses, identify their needs for both commercial and apprentice requirements with both existing and new employers.

In return we offer a generous leave entitlement of 30 days per year, ongoing training, a company pension scheme, private health care and a market competitive salary with open ended commission.

I do hope that you are interested in taking a look at what we offer and I am available for interested potential applicants to contact me for an informal discussion.

Best Wishes,

Iain

Iain Elliott
Chief Executive

HETA National Account Manager July 2018



Engineering The Future

Job Description

Designation **National Account Manager**

Department: **Sales and Marketing**

Background.

Humberside Engineering Training Association has been providing a service to the engineering and process industries since 1967, predominantly to companies located around the Humber Bank. HETA have three sites, Hull, Stallingborough and Scunthorpe.

With a turnover of around £6m per year, the company is expanding the portfolio of courses that we offer to individuals and employers across the region.

Our people are the business and we need to focus on our talent pool in order to achieve our ambitions.

This is a key post that will focus on identifying companies, establishing a relationship to develop commercial training revenue and apprentice places from a range of companies across the M62 corridor and beyond.

HETA has a strong track record in developing people and providing a working environment that allows our staff to make a contribution and to be recognised and rewarded.

JOB PURPOSE

To generate commercial training opportunities and apprentice places across the north of England and beyond where appropriate.

MAIN TASKS

1. To work with the Chief Executive and the wider sales team to ensure HETA continues to achieve growth and to promote HETA as a leading provider of training to the larger employers across the M62 corridor.
2. Identify, establish contact and build relationships with employers to generate;
 - **Apprentice numbers**
 - **Commercial training opportunities**
3. Devise and implement an on-going sales plan, utilise labour market data to build your account base.

JOB ACTIVITIES

Sales and Client Development

- 1. (a) Lead in managing the recruitment of employers and learners in order to grow the Company's Apprenticeship programmes. (b) To meet targets to grow commercial training revenue in line with the company strategy and business plan**
2. Pro-actively seek out new employers and establish a relationship with those businesses that will generate opportunities to work with HETA
3. Facilitate and encourage an enhanced level of employer responsiveness, training, delivery and revenue generation across all parts of the Company
4. Carry out clients meetings to promote and sell our range of adult up-skilling courses and apprenticeships. Prepare written proposals and deliver presentations to key decision makers and employers
5. Work with the **Operations Manager**, to win contracts and ensure customer requirements are met by adopting a commercially orientated approach to our service delivery- '*Customer First*'
6. Carry out initial due diligence on all employers before contracting with them ensuring they are fully committed to the programme and able to provide a safe and healthy work environment for the Apprentice, completing relevant documentation
7. Work with employers to develop their job descriptions, offering advice on training options and offer recruitment support to new clients including matching candidates to the vacancy
8. Carry out research activities on labour market demand with the ability to synthesise and present this data so as to make a meaningful contribution to the business planning process.
9. Build relationships within relevant industrial sectors and use that knowledge to plan and deliver longer term alliances that support the delivery of the HETA business plan
10. Raise awareness of the company through networking, attending trade shows, using on and offline forums and other means
11. Build and maintain a database of contacts and networks whom HETA can market its services to
12. Organise and invite employers and other relevant stakeholders to our external events
13. Account manage and maintain excellent relationships with employers and other relevant partner organisations. Maintain good relationships with strategic organisations e.g. Chamber of Commerce, the LEP
14. Submission of Key Performance Indicator data to the Chief Executive and the Deputy Chief Executive
15. Any other duties commensurate with this post that the Chief Executive deems important and suitable for the Company and the post holder after appropriate consultation with the post holder.

Responsible to: Chief Executive and Deputy Chief Executive

Responsible for:

EMPLOYEE COMMITMENTS

All staff members, whether engaged as contract, permanent or temporary are required to:

Work corporately for the whole Company and to be a positive ambassador for learning and for the Company

Actively promote, action and work within the policies procedures regulations and codes of conduct of the Company

Promote and safeguard the welfare of children and young persons and vulnerable adults that they are responsible for or come into contact with.

Orientate their work towards the needs of our students, our customers and other colleagues

Build a shared vision in the team, enables people to connect their job and the department's work as a whole to the Company mission, and engenders passion, pride and ownership amongst teams

Celebrate successes, does not accept average performance, and actively manage poor performance

Look for solutions, make decisions, accept responsibility and take ownership for them

Actively build co-operative working relationships

Be analytical, creative and innovative – and be prepared to try new things and learns from mistakes

Demonstrate emotional intelligence (self and others' awareness) and flexibility of style to operate effectively

Take responsibility for own learning and development

Act in a cost-conscious way, demonstrating a business and commercially focused mind-set

Comply with the Data Protection Act and Company procedures with regard to the handling and storage of information

The post holder may be required to undertake any additional reasonable duties in order to progress the needs of the organisation.



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PERSON SPECIFICATION

Designation: Sales and Marketing Manager

| | Essential/Desirable Criteria | | |
|--|------------------------------|----------------------|---|
| | AF | I | A |
| Education and Training: | | | |
| Educated to Degree level | D | D | |
| Experience: | | | |
| At least 5 years sales/marketing and or business development experience. | E | E | |
| Knowledge and experience of using CRM systems | E | E | |
| Knowledge of apprenticeship programmes and associated funding | D | D | |
| Proven track record of successful income generation and achieving targets | E | E | |
| Special Abilities and Aptitudes: | | | |
| The ability to understand the engineering and manufacturing sector. Empathy to client needs and an ability to manage client expectations | E | E | E |
| Strong communication skills in all forms Inc. written, oral, email, telephone, and presentations to groups and clients. An assertive and excellent networker | E | E | E |
| Experience and knowledge of regional and national employer/client engagement | E | E | |
| Demonstrate an understanding and an ability to build relationships with internal and external customers, employers' and clients | E | E | |
| Confident negotiator and ability to complete agreements at the highest levels | E | E | |
| Excellent IT skills, proficient Microsoft Office user and an ability to learn about new platforms including CRM systems | E | E | |
| Excellent time management skills - can prioritise workload, schedules and meeting deadlines and can work independently | E | E | |
| Excellent interpersonal / presentation skills | E | E | |
| Ability to work on one's initiative, to manage and contribute to teams | E | E | |
| Must be able to meet challenging targets and thrive under pressure | E | E | |
| Flexible approach to working hours and duties in order to meet deadlines and the ability to work to quality standards. | E | E | |
| Other requirements: | | | |
| Commitment to health & safety and equality of opportunity within a diverse workplace. | E | E | |
| Suitable to work with children and/or vulnerable adults and subject to a satisfactory enhanced DBS check | E | Pre-employment check | |
| Access to a vehicle with suitable business insurance and a full license. Medically fit to drive across distances to client premises | E | | |

Key: AF = Application Form

I = Interview

A = Assessment



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CONDITIONS OF EMPLOYMENT

Designation: **National Account Manager**

Remuneration: £25,000 plus performance related pay (PRP), private healthcare and company pension scheme

Hours: 38.75 per week
Monday to Friday
Some evenings and occasional weekend working as required but subject to negotiation with the individual

Leave: 30 days per year plus public holidays

Pension: Entitled to enter the approved scheme after a qualifying period

Probation: 6 months

Notice Period: 3 Months

Subject to: Two references of which one must be the current/last employer
Disclosure and Barring check
Asylum and Immigration Check

Post Reference:

Closing date:

Interview date: