

Engagement Lead

Department: Work Based Learning	Reports to: Area Manager
Location: Mobile	
<p>In a nutshell <i>You will be responsible for promoting apprenticeships to create a pipeline of new learner starts. You will report into the Area Manager, and work closely with Regional Trainers and the Engagement Manager to deliver campaigns in line with strategic partnership plans and build strong relationships with our employer partner managers.</i></p> <p>What will you be doing?</p> <ul style="list-style-type: none"> • Building, maintaining, and growing strong relationships with our partners, particularly with managers. • Promote and increase awareness of the benefits of apprenticeships and how they support our large employer partner • Promote apprenticeship opportunities to employer partners and prospective learners by delivering engagement sessions to an agreed brief • Work to ensure campaigns are supported at site level and all available products are understood and utilised where appropriate e.g. apprentice recruitment • Attend career events to engage young people and showcase the apprenticeship opportunities within the sectors Lifetime operates in • Promote apprenticeships directly to schools and colleges, highlighting the career opportunities available in the sectors Lifetime operates in • Deliver apprenticeship related training to employer managers and stakeholders to help them best support their apprentices aiding retention of apprentices 	
<p>What else is involved?</p> <ul style="list-style-type: none"> • Support employer partners with understanding and completing the nominations process to enable the processing of prospective learners • Support with apprentice recruitment activity by working with employer sites and Lifetime’s Apprentice Recruitment team • To develop and support initiatives that will increase lead generation and learner success rates • Utilise feedback from learners and line managers from employer partners to continuously improve engagement strategy and future campaigns • Forecast and track key metrics (e.g. quarterly profiles and annual forecasts) • Clearly communicate the progress of monthly/quarterly initiatives to internal and external stakeholders 	
<p>How will you measure your success?</p> <ul style="list-style-type: none"> • Deliver agreed lead generation targets • Deliver agreed conversion rates from lead to start • Zero-day leavers are in line with partner target 	

- Ensure specific partner service level agreements are met
- By providing evidence of your development activities identified from Personal Development Plans delivered within agreed timescales

What you will need to have:

- Proven experience of promoting apprenticeships to businesses
- Excellent communication, presenting and listening skills
- Ability to inspire and engage with young people making early career choices
- A high level of confidence with technology including Microsoft Office, CRM and video conferencing platforms
- Experience of working in a customer focused environment to deliver high levels of customer satisfaction
- Familiarity of working in a high demand environment delivering to targets and tight deadlines
- Demonstrated ability to understand customer business goals and how to create strategies to achieve them
- Accuracy and ability to follow clearly defined briefs

It would be great if you had:

- Experience of working within a training organisation
- Proven experience of working with young people in Schools and Colleges
- Knowledge of the requirements of the relevant sector
- Good organisational and problem-solving skills