

Job Description

Role Title:	Business Partnerships Consultant
Normal Place of Work:	Weymouth Campus
Line Manager:	Laura Cowburn

Main purpose of role

We are seeking a dynamic and organised individual to join our team as a Business Partnerships Consultant. This role combines elements of sales consultancy and administrative support to drive business growth and foster strong relationships between the College and external stakeholders.

The successful applicant will have the opportunity to undertake the Level 3 Business Administration Apprenticeship as part of their development, this will need to be completed within the first 21 months of employment.

What we stand for

Here at Coastland College, we have one purpose which stands as an ever-present and unchanging reminder of why we're here: to inspire our students and apprentices for individual success beyond expectation, ensuring that they are future-ready and prepared for today and tomorrow's world.

We're proud of who we are and the ambitious, dedicated teams who always strive to bring out the very best in our students. Recruiting more brilliant individuals who share our values and passion is so important to us, so do our values speak to you?

We are Connected: Inspired by our heritage, we play a key part in a collaborative ecosystem – where everyone has a platform to grow, contribute and make an impact beyond borders.

We are Courageous: In our relentless pursuit of excellence, we embrace challenges both big and small – we have the determination to succeed, through deep-rooted curiosity and resilience.

We are Dynamic: We embrace innovation, technology, industry advances and hands-on learning, in everything we do – helping and challenging employers to ensure they thrive in their sector.

We are Empowering: We create opportunities for all; our staff, our students, our community, the economy and the world – opening doors and helping everyone achieve their full potential.

We are Welcoming: We celebrate diversity, ensuring a safe, inclusive, supportive and sustainable environment for all – a space where everyone is valued and treated with respect.

What will the job entail?

- **Build, develop, and enhance relationships:** In this role, you will be responsible for building, developing, and enhancing relationships with employers, stakeholders, and partners. You will serve

as a key liaison between the College and external organisations, ensuring regular communication, understanding their needs, and delivering tailored solutions to strengthen collaboration.

- **Seek new business and income-generating opportunities:** You will actively seek new business opportunities and income-generating initiatives that align with the College's strategic goals. This includes identifying potential partnerships, exploring untapped markets, and creating proposals to secure new sources of revenue.
- **Proactively engage with employers to cross-sell courses and opportunities offered by the College:** As part of your responsibilities, you will proactively engage with employers to promote and cross-sell the College's courses, training programmes, and other opportunities. Your role will involve showcasing the benefits of these offerings and demonstrating how they can meet the needs of employers.
- **Effectively account manage existing business relationships:** Managing existing business relationships effectively is a key part of this role. You will ensure the satisfaction of current partners by maintaining consistent communication, addressing concerns, and providing exceptional service to retain and grow these partnerships.
- **Maintain and continuously update an effective Customer Relationship Management (CRM) system:** You will be responsible for maintaining and continuously updating an effective Customer Relationship Management (CRM) system. This includes recording interactions with employers, tracking progress, and ensuring accurate and accessible data to support decision-making and reporting.
- **Ensure employers and external stakeholders have a positive and professional experience:** Ensuring employers and external stakeholders have a positive and professional experience is crucial. You will represent the College with the utmost professionalism, addressing queries promptly, providing clear information, and fostering a positive impression of the College at all times.
- **Provide admin support to the Business Partnerships Manager:** The Business Partnerships Consultant will be responsible for assisting the Business Partnerships Manager with a variety of administrative tasks. This includes maintaining accurate records, preparing reports, managing schedules, and coordinating meetings. The successful candidate will ensure that all administrative responsibilities are handled efficiently and in a timely manner to support the smooth operation of the department.
- **Provide excellent customer service to employers and external stakeholders:** The role requires the delivery of outstanding customer service to employers and external stakeholders. The Business Partnerships Consultant will act as a key point of contact, addressing enquiries, resolving issues, and ensuring all interactions are conducted in a professional and courteous manner. Building and maintaining strong relationships with external partners is integral to this role.
- **Ensure phone calls and emails are answered in a timely manner:** The Business Partnerships Consultant will ensure that all phone calls and emails are answered promptly and professionally. They will be responsible for managing correspondence, directing queries to the appropriate team members where necessary, and ensuring all communications are documented and followed up as required.
- **Attendance of internal and external events (some outside of normal working hours):** The role involves representing the organisation at internal and external events, including networking events, business expos, and other relevant functions. Some events may take place outside of normal working hours, and the Business Partnerships Consultant must be flexible to accommodate these requirements. Professionalism and a positive attitude are essential when representing the organisation at such events.

- **Attend and contribute to team meetings as and when required:** The Business Partnerships Consultant will actively participate in team meetings, providing updates on their work and contributing to discussions. They will collaborate with colleagues to share insights, address challenges, and develop strategies to achieve departmental goals. Effective communication and teamwork are essential in this aspect of the role.

All Staff Responsibilities, regardless of role:

- Embed safeguarding into all working practices and escalate any safeguarding concerns immediately in line with the College's safeguarding policy. All new employees to the College are required to complete and obtain an enhanced DBS disclosure. Further information will be sent to all prospective employees as part of the application process.
- Adhere to Health and Safety best practices and ensure a safe working environment for everyone, according to the Health and Safety at Work Act.
- Champion and be an advocate for Equality and Diversity throughout the College, complying with all related policies and their recommendations.
- Model and promote employee values and behaviours in accordance with the Staff Code of Conduct.
- Actively participate in your appraisal, contributing to a culture of courageous self-reflection, empowerment and professional growth.
- Positively represent and promote the College both internally and externally, acting as an ambassador.
- Contribute to cross College events, supporting and promoting the College across both campuses.
- Undertake appropriate personal and professional development activities engaging with the cross-College staff development and health and wellbeing activities.
- Use all available resources efficiently and effectively, in line with environmentally and sustainable practices.

Note: This job description sets out the main responsibilities for the post, however, is not intended to be an exhaustive list. Specific duties may change from time-to-time without changing the general nature of the post and the post holder is expected to be flexible in the range of responsibilities undertaken.

Person Specification

Shortlisting is completed by hiring managers against the Person Specification, so this is your chance to showcase what you can offer. Please ensure you demonstrate in your application how you meet the criteria outlined below to give yourself the best chance of success at shortlisting stage.

	Essential	Desirable
Qualifications		
GCSEs (or equivalent) at grade C/4 or above in English and Mathematics	X	
Must be eligible for an apprenticeship programme at Level 3 or higher	X	
Knowledge and Experience		
Experience working in a team or customer-facing environment	X	
Basic understanding of business principles and relationship management	X	
Awareness of the role of partnerships in supporting business growth	X	
Familiarity with the principles of data protection and confidentiality	X	
Understanding of the business partnership cycle (prospecting, engagement, relationship management)	X	
Exposure to CRM systems or data management tools	X	
Skills and Abilities		
Strong communication skills (verbal and written)	X	
Good organisational and time management abilities	X	
Competent in Microsoft Office and digital tools (Word, Excel, Outlook, Teams)	X	
Good attention to detail	X	
Ability to research, analyse information, and present findings clearly	X	
Presentation or public speaking confidence	X	
Basic sales or negotiation techniques	X	
Personal Qualities		
Proactive and willing to learn	X	
Positive attitude and professional demeanour	X	
Ability to work independently and collaboratively	X	
Resilient, adaptable, and open to feedback	X	
Strong commitment to personal and professional development.	X	
Other Requirements		
Eligibility to work in the UK	X	
Willingness to undertake training and assessment as part of the apprenticeship programme	X	
Full UK Driving Licence and use of own vehicle	X	
Flexibility to travel occasionally for meetings or events (if required)	X	