

Job Description

Role Title:	Business Partnerships Coordinator
Normal Place of Work:	Weymouth Campus
Line Manager:	Business Partnerships Manager

Main purpose of role

The Business Partnerships Coordinator plays a key role in strengthening collaboration between the College and external organisations, including employers, stakeholders, and strategic partners. The postholder will proactively build, manage, and maintain high-quality relationships that support employer engagement, apprenticeship growth, curriculum development, and wider commercial activity.

This dynamic role focuses on identifying new business opportunities, promoting the College's full range of services, and ensuring employers receive an outstanding experience. Working across departments, the coordinator will help drive the College's strategic priorities, enhance its reputation within the community, and support increased participation in education and skills programmes.

This is an excellent opportunity for a proactive, organised, and customer-focused professional who is passionate about creating meaningful business relationships and contributing to the ongoing development and success of the organisation.

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?

Employer Engagement & Relationship Management

- Build and nurture new relationships with employers across priority sectors and identified local growth areas.
- Look after a portfolio of employer accounts, offering a friendly, responsive, and solutions-focused service.
- Work with employers to understand their needs, exploring skills gaps, apprenticeship opportunities, and appropriate training solutions.
- Hold regular review conversations with employers to discuss satisfaction, progress, outcomes, and emerging or future requirements.
- Develop positive working relationships with external partners such as Chambers of Commerce, LEP/Economic Partnerships, Jobcentre Plus, LSIPs, and trade associations.

Business Development & Opportunity Generation

- Promote the College's full range of provision (including apprenticeships, adult and funded provision, short courses, and commercial offer) to encourage new starts and support income growth.
- Collaborate with curriculum and quality teams to develop employer proposals that are practical, compliant, and sustainable.
- Maintain an organised and active pipeline of opportunities, using the CRM to monitor progress from initial contact through to conversion.

Vacancy Management & Recruitment Coordination

- Support employers in shaping apprenticeship vacancies, including role profiles, entry criteria, indicative salaries, and timelines.
- Advertise vacancies via the Apprenticeship Service and work alongside employers to manage applications smoothly.
- Ensure information is captured clearly and accurately to support eligibility checks, funding requirements, and compliance.

Account Coordination & Service Excellence

- Act as a consistent point of contact for employer accounts, ensuring clear communication and timely responses.
- Address queries or issues proactively, escalating risks to the Business Partnerships Manager where appropriate and recording actions within the CRM.

Events, Outreach & Marketing Support

- Help plan and attend employer engagement activities such as breakfast briefings, open events, sector forums, careers fairs, and webinars.
- Work with Marketing colleagues to support targeted campaigns, case studies, testimonials, and social content that highlight positive impact.

- Represent the College professionally at external meetings, networking opportunities, and community events.

Data, Reporting & CRM Management

- Accurately record employer interactions, opportunities, feedback, and outcomes within the College's CRM and e-portfolio systems.
- Prepare regular reports on pipeline activity, starts, revenue, and KPIs to support management review and planning.
- Keep informed about local labour market intelligence and share insights to help shape curriculum and engagement priorities.

Quality, Compliance & Safeguarding

- Work in line with ESFA and awarding-body requirements, supporting audit readiness through accurate records and compliant processes.
- Promote safeguarding, Prevent, health and safety, equality, diversity and inclusion, and GDPR in all employer interactions.
- Contribute to the ongoing development and improvement of employer engagement processes.

Collaboration & Internal Stakeholder Management

- Work closely with curriculum, assessors, quality, MIS/funding, marketing, and student recruitment teams to ensure a positive and joined-up employer experience.
- Share employer feedback with curriculum teams to support responsive and relevant provision.
- Contribute positively to team meetings, planning activity, and cross-college initiatives, sharing best practice where possible.

Professional Development

- Keep knowledge up to date in relation to apprenticeships, funding rules, local skills priorities, and sector developments.
- Engage in continuing professional development to strengthen skills in relationship management, sales, and sector knowledge.

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 & Training		
GCSEs (or equivalent) in English and Mathematics at grade C/4 or above (or willing to work towards if not already obtained)		X
Level 3 qualification or equivalent professional experience (or willing to work towards via an apprenticeship if not already obtained)		X
Evidence of ongoing professional development		X
Full UK driving licence and access to transport	X	
Level 4+ qualification in business, marketing, employer engagement or a related field.		X
Training in sales, CRM systems, customer service, or relationship management.		X
Knowledge and Experience		
Experience in employer engagement, business development, account management, recruitment, or similar customer-facing roles.	X	
Demonstrable experience building and maintaining professional relationships with external organisations.	X	
Experience working to targets, KPIs, or measurable performance outcomes.		X
Experience managing a portfolio of clients, partners, or stakeholders.		X
Experience organising and attending meetings, outreach events, or networking activities.		X
Understanding of employer engagement, relationship management, or business development functions.		X
Awareness of local labour market needs and employer workforce challenges.		X
Knowledge of safeguarding, Prevent, GDPR, and professional boundaries.		X
Experience within Further Education, apprenticeships, commercial training, or skills development.		X
Experience using CRM systems or digital platforms to manage leads and track engagement.		X
Experience generating new business opportunities or supporting growth activities.		X
Understanding of apprenticeships, adult skills, and funded training programmes.		X
Knowledge of FE sector compliance, funding rules, or training delivery processes.		X
Skills and Abilities		
Excellent communication and interpersonal skills (written and verbal).	X	
Ability to build rapport quickly and maintain long-term, positive relationships.	X	
Strong organisational skills with the ability to manage multiple priorities.	X	
Confident presenting to employers, partners, and internal stakeholders.		X
Ability to analyse employer needs and propose appropriate training or apprenticeship solutions.		X
Strong IT skills, including Microsoft 365 and CRM or database systems.	X	

Ability to work independently and proactively meet agreed goals.	X	
Negotiation and influencing skills.		X
Ability to prepare reports, proposals, or business cases.		X
Competence in using labour market information to inform business development.		X
Personal Qualities		
Professional, credible, and customer-focused.	X	
Positive, proactive, and motivated by achieving results.	X	
Strong problem-solver with a solutions-focused mindset.	X	
Confident, approachable, and able to represent the College professionally.	X	
Team player, willing to collaborate across departments.	X	
Commitment to equality, diversity, and inclusion.	X	
Flexible approach to working hours, including occasional early mornings/evenings.	X	
Willingness to travel across sites and employer locations.	X	
Other Requirements		
Eligibility to work in the UK.	X	
Demonstrates a commitment to safeguarding, student welfare, and promoting safe practices.	X	
Understands the importance of confidentiality and information security.	X	