

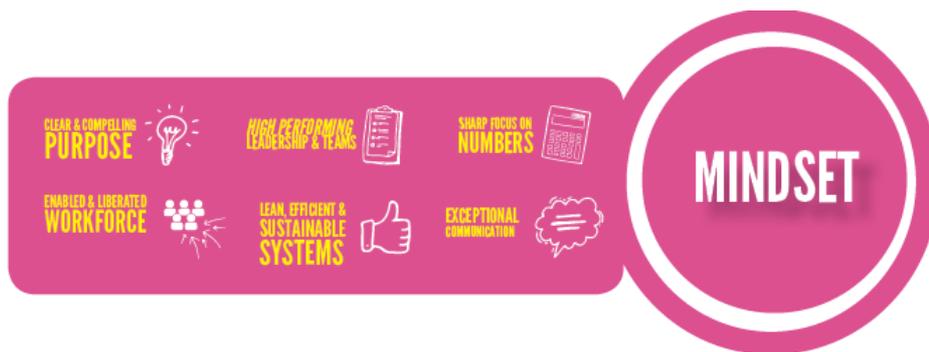
LINCOLN COLLEGE JOB DESCRIPTION

Post Title:	Lead Generation Officer	Post Number:	CS0273F
Daily Supervision:	Head of Sales and Recruitment	Grade:	CSS Scale 4/5
Department:	Business Development	Last Updated:	March 2023

Our Purpose:

To be an extraordinary employer-led organisation; producing a highly skilled and productive local workforce.

Our Mindset:



Job Purpose:

To support the BD Sales Team by engaging with local businesses and organisations in order to secure leads and appointments for our Business Development Officers.

The Lead Development Officer will have a confident phone manner, be knowledgeable re the products that the College offers, proactive and target-driven. They will be able to work on their own, using their initiative when required and also function well as part of a team.



PRINCIPAL DUTIES AND RESPONSIBILITIES:

1. To cold call local organisations and engage with their decision-makers in order to generate sales appointments for our BD Sales team.
2. To meet appointment booking targets for the BD Sales Team, providing them with clear information about the main area of interest and challenges and products discussed.
3. Using labour market intelligence and strategic sector analysis, generate initial sales appointments for the Business Development Team.
4. To establish and maintain strong working relationships with new and existing employers, as well as identifying and understand employers' training needs whilst constantly ensuring excellent service is provided.
5. To input, maintain, monitor and report on CRM records on a timely basis, and work with the team to ensure that the system is kept up to date. In addition to this, the postholder will also ensure that all other necessary documentation (digital and otherwise) is maintained, timely and accurately, and completed.
6. To maintain up-to-date sector, market and competitor knowledge and report these findings to the Head of Sales and Recruitment and the wider team for action.
7. To engage in Open Day and employer engagement activities.
8. To develop and maintain thorough knowledge of apprenticeship and workbased provisions as well as the whole College offer in order to provide employers and enquirers with all possible solutions.
9. To maintain professional knowledge and standards through continual professional development including participation in the College's Appraisal Scheme.
10. To accept responsibility for the implementation of the College's Equal Opportunities policy throughout all personal contacts in the College and within this area of responsibility.
11. To maintain professional standards and expertise by undertaking relevant professional development, including ensuring that knowledge regarding changes to relevant legislation is kept up to date.
12. To maintain quality standards appropriate to the post.
13. To conform with the Health and Safety requirements relevant to the post.
14. To be responsible for the safeguarding and promoting the welfare of children wherever applicable within the role.

N.B. This is not a complete statement of all duties and responsibilities of this post. The postholder may be required to carry out other lawful and reasonable duties as directed by a supervising manager.



PERSON SPECIFICATION

	Knowledge	PSM
1	A Level 2 qualification in Business Administration and/or Customer Service or equivalent qualifications	A/I

	Skills/Abilities – Interpersonal	PSM
2	Excellent communication skills (written, oral and aural) including the ability to negotiate effectively and possessing a confident telephone manner	A/I/T
3	Customer-centric and responsive approach to working with internal and external stakeholders	A/I/T
4	Work under own initiative, as part of a team and to strict deadlines	A/I
5	The ability to work in a non-discriminatory manner	A/I

	Experience	PSM
6	Recent relevant experience in a sales/business development environment in a customer facing role such as telesales or call centre based.	A/I
7	Experience in operating customer relationship and sales tools	A/I

	Work Related Circumstances	PSM
8	Ability to work flexibly, manage time and prioritise workload	A/I
9	Performance orientated with a proven track record of achieving targets	A/I

	Skills/Abilities - Other	PSM
10	Be competent in the use of MS Office packages	A/I/T
11	Be competent in the use of English and Maths in order to write reports and analyse data	A/I/T
12	The ability and willingness to undertake relevant staff development training	A/I
13	Responsibility for safeguarding and promoting the welfare of children wherever applicable	A/I

Prepared By:	Donna Moorhouse – Head of Sales and Recruitment
Date:	February 2023

Proposed Selection Method Key (PSM)		
A = Application	I = Interview	T = Test

