

## Job Description

<b>Job Title:</b>	Partnerships Recruitment Lead – SPP
<b>Group:</b>	UK
<b>Dept/Project/Service:</b>	Schools Partnership Programme (SPP)
<b>Reports to:</b>	Senior Programme Manager – SPP
<b>Responsible for:</b>	N/a
<b>Usual office base:</b>	Reading, with flexibility for hybrid working
<b>Grade:</b>	6

### Job Purpose:

To increase the reach and impact of the Schools Partnership Programme (SPP) by driving the recruitment of schools, Multi-Academy Trusts (MATs), Local Authorities (LAs) and Mayoral Combined Authorities (MCAs) across England and Wales. The Partnerships Recruitment Lead will collaborate with colleagues (internal and external) to ensure the engagement and sales strategy is successfully implemented and that the programme supports the UK Directorate in achieving its EDT 2030 objectives.

The role holder will have accountability for:

- undertaking market research and awareness raising activity to generate new leads
- attending networking events and conferences
- supporting potential new partnerships by securing and delivering initial briefings, drawing on support from colleagues depending on the nature of the new partnership
- providing pricing information in line with programme commercials and creating draft contracts
- communicating the value and impact of the programme to potential new as well as Alumni partnerships.

## **Job Objectives:**

1. Work with the Senior Programme Manager and other key colleagues, to develop and maintain an engagement and sales plan which leads to the creation of partnership arrangements that build high-level mutually beneficial relationships as well as maximising the number of partnerships that become alumni schools.
2. Manage the sales processes and pipeline, ensuring processes are followed and taking direct responsibility and action to ensure that financial forecasts are met. Ensuring the Customer Relationship Management (CRM) is kept up to date to allow for transparent monitoring of the pipeline and that data is kept in line with GDPR guidelines.
3. Work with the Senior Programme Manager and Finance colleagues to work towards annual financial targets for the programme and take ownership of those targets.
4. Ensure they understand the market, the key strengths of the programme and how to address the barriers to participation.
5. Liaise with potential new partnerships and alumni to provide the information they need to make informed choices about taking part in the programme. This could involve sending marketing collateral, arranging and delivering initial briefings (with or without support from more senior colleagues depending on experience and sector knowledge), as well as creating and issuing proposals and contracts.
6. Researching potential alternative sources of funding to help support partnerships to take part in the programme, this could involve accessing research, corporate social responsibility (CSR) budgets or grants from Trusts and Foundations.
7. Working with the Senior Programme Manager, identify potential developments to the engagement and sales strategy to ensure continuous improvement in our offer and that the programme remains well informed by market trends.
8. Work closely with the UK Marcoms and Brand & Marketing teams to ensure the marketing plan is maintained and supports the attainment of key sales targets, engagement objectives and helps position EDT as thought leaders in school peer review, leadership development and place-based collaboration.

9. Represent the programme at networking events and conferences, either independently or in support of the Principal Education Adviser of Associates. Work with the delivery team to ensure all external recruitment comms and events are timely, of high quality and audience focused.
10. Establish and maintain effective professional working relationships with the SPP Associate Consultant team and engage them in activity as required and as agreed with the Senior Programme Manager.

## Scope:

The Schools Partnership Programme (SPP) is one of several traded services operated by EDT, with many of our other programmes funded by Government bodies in the UK as well as internationally. As a traded service partnerships of schools are recruited and self-fund their participation in the 2-year programme. Working within the core delivery team, the role holder will be responsible for many of the activities that underpin the continued growth of the brand including engagement, networking and sales/recruitment activity.

## Person Specification:

### Knowledge

#### Essential:

- » A good understanding of the English education system and the key challenges facing schools
- » A sound understanding of how to manage lead generation, sales pipeline and keep clear records of stakeholder interactions
- » Good understanding of governance processes and tools
- » Good knowledge of recruitment and sales strategies and best practice

#### Desirable:

- » Knowledge of programme management and leadership tools and techniques
- » Awareness of the environment within which Education Development Trust operates, including relevant developments within the broader educational landscape in the UK

## Experience

### Essential:

- » Experience of the recruitment to school-based programmes
- » Experience of engaging with a wide range of education stakeholders and third-party suppliers
- » Evidence of building, managing and maintaining relationships with large groups of clients
- » Evidence of setting and meeting demanding targets
- » Experience of developing result-orientated strategies
- » Experience of balancing commercial objectives with securing sales

### Desirable:

- » Experience of programme management and delivery principles

## Skills

### Essential:

- » Solution focused and able to develop innovative approaches to complicated and demanding issues and to manage change situations effectively
- » Highly developed communication skills
- » Exceptional interpersonal skills with the ability to manage complex, challenging and often politically sensitive relationships
- » Strong relationship management skills with the ability to manage and develop successful partnerships with a range of stakeholders
- » Motivated self-starter that can work autonomously with the complete confidence of stakeholders
- » Ability to prioritise workload and work to deadlines
- » Strong customer focus and the determination to achieve high quality of customer / client service
- » Ability to influence and negotiate

### Desirable:

- » Ability to inspire and motivate others to achieve targets and deadlines

## Our Values



**Education Development Trust is committed to safeguarding and promoting the welfare of children and adults whom we work with and come into contact with around the world. All applicants are subject to thorough screening and successful candidates are subject to the relevant level of criminal record checks with national police authorities or the UK's Disclosure and Barring Service (DBS). This will be at minimum a basic DBS check.**

**Education Development Trust also participates in the Inter Agency Misconduct Disclosure Scheme and we may request information from relevant job applicants' previous employers about any findings of sexual misconduct, including harassment, during employment, or incidents under investigation when the applicant left employment. By submitting an application, the job applicant confirms their understanding of these recruitment procedures.**