



Skills for Growth Engagement Advisor

Reporting to: MMT

Restructure

Please note that the new structure of Membership is to create a fluid and dynamic working team. Whilst each person will have a specific role, all members of the team will be expected to fulfil all functions of membership to contribute to the team's success. This may mean focus shifts throughout the FY. All team members will be supported in doing this, and training will be provided where appropriate.

Job Purpose

To outreach to Greater Manchester businesses promoting the Skills for Growth initiative. The purpose of this role will be to generate leads, qualify and book appointments for the Skills for Growth managers. The Executive will manage each business from initial contact through to post-plan support.

Key Responsibilities

- Initial outreach, and handling business enquiries via phone and email. Qualifying leads and following processes laid out in SfG project. It will be important to maintain good relationships with these businesses, and the contacts throughout the contract.
- To use the eligibility criteria to target and qualify leads for the service.
- Introducing businesses to the appropriate services – ensuring that these services support the business with their growth objectives, and any objectives laid out in the plans.
- To work to a structured reporting and monitoring system – with a high level of detail when working with businesses enrolled on this project. This includes using any systems required by the funder/contract holder.
- Generation of leads for the wider Chamber including membership, and other departments.
- Attending events to support on member and non-member engagement, to promote the Skills for Growth initiative.
- Identification of existing networks, organisations, and bodies which GMCC could partner with, to access new leads.

Essential Skills

- Strong past performance in sales and hitting target, also strong in account management and building rapport.
- Presentation skills - both written and oral.
- Excellent communication and networking skills - the ability to confidently speak with D and C-Suite contacts
- Confidence in cold prospecting, and outreach.
- Excellent planning, organizational, administrative and project management skills
- Well-developed IT skills, including an understanding of spreadsheets, diary management, e-mail and CRM databases.
- Reliability and punctuality.

- Adaptability and enthusiasm for personal development.
- Proven critical thinking and problem-solving skills
- Clear understanding, demonstration and ability to apply GMCC values