

## *Job Description* **Engagement Officer**

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### **Mission & Values**

The EBP is a commercially focussed social enterprise that develops the skills of young people. We are proud to support young people across the country, helping them to develop the skills they need to thrive.

We conduct our work through our 3 brands;

- National Citizen Service (NCS). A once in a lifetime opportunity for young people across England and Wales aged 16-17.
- Potential for Growth. Skills and development for school pupils aged 5-19.
- Communitree. Employability skills and guidance for young people aged 15-25.

We work in partnership with a broad range of organisations and partners in order to contribute to key local, regional and national agendas, which benefit education and business.

We lead in the provision of specialised services and solutions for education and business.

We are committed to safeguarding and promoting the welfare of children and young persons and expect all staff to share this commitment. **This post may require an enhanced Disclosure and Barring Service (DBS) check.**

**POST:** Engagement Officer

**RESPONSIBLE TO:** Relationship Manager (Sales Team)

**BASED AT:** Based at the University of Northampton Innovation Centre in central Northampton. Travel will be expected across Northamptonshire, with occasional travel to Leicestershire and Lincolnshire

**HOURS:** 37 hours per week over 5 days a week

# EBP

## ROLE AND RESPONSIBILITIES

- Lead generation and conversion of young people signing up to the popular National Citizen Service (NCS) programme
- Delivery of high quality presentations to large audiences of young people, creating enthusiasm and a passion to take part in NCS via schools, colleges and youth group events
- Delivering strong sales message when working at recruitment events to sell the NCS experience to young people
- Positive relationship building with a wide range of key stakeholders including teachers, parents/guardians, community leaders, governors etc. in order to gain support for NCS
- Work cohesively to ensure high levels of customer service delivered at all times
- Develop and maintain product knowledge, ensuring relevant and updated with trends of young people and business
- Self-review of own performance with aim to achieve or exceed targets set
- Support wider team in pursuit of non-NCS sales targets
- Respond to incoming telephone and email enquiries
- Uploading of data onto in-house computer system

### General:

- To attend relevant training courses, workshops, meetings, seminars as required
- Attending team meetings and sharing best practice with colleagues
- To represent The EBP in a professional manner at all times
- Promoting and safeguarding the welfare of children and young people
- Any other duties, consistent with the main purpose of the job, as may be specified from time to time

## SKILLS & REQUIREMENTS

### Essential

- Ability to deliver engaging presentations to target audiences
- Motivation to work in a target driven, sales environment
- Ability to self-motivate in order to achieve/exceed Key Performance Indicators (KPIs)
- Ability to adapt communication style and build rapport with varied audiences
- Demonstrable ability to persuade and influence others
- Strong interpersonal and communication skills
- Good IT skills
- Willingness to work a flexible schedule
- Driving licence and use of a car for business

### Desirable

- Experience within the youth/ education sector
- Previous experience working within a social enterprise
- Experience maintaining both computerised and manual administration systems

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## Personal Qualities

- An enthusiastic, engaging and persuasive communicator
- Target and KPI driven
- Highly motivated, persistent and resilient, even in the face of adversity
- Ability to use initiative and make decisions to ensure that wider business objectives/targets are met
- Strong interpersonal and communication skills
- Strong focus on customer service
- Flexible, with the ability to react quickly to changing priorities
- Strong planning, organisation and prioritisation skills
- Ability to remain calm under pressure and manage conflicting demands and priorities
- A team player
- Good organisational and administration skills
- Attention to detail

## CORE COMPETENCIES

- Driven by results
- Builds personal effectiveness
- Effective teamwork
- Focuses on quality and customer service
- Drives continual improvement
- Utilises resources efficiently

I confirm that I have read and understood the above Job Description

Name \_\_\_\_\_

Signed \_\_\_\_\_

Date \_\_\_\_\_