

The Leicestershire College

Job Description

1. Job Details

Job Title:	Industry Specialist Account Manager
	- Engineering, manufacturing & logistics - Service sectors - Construction & landbased - Care, education & Sport
Department:	Business development
Reporting To:	Business development manager
Competency Level:	Business support 3
Hay Grade:	G5
Salary:	£40,533 per annum
Date of Job Evaluation:	January 2026
Date:	August 2026

2. Job Purpose

The Industry Specialist Account Manager will drive sustainable growth by developing, managing, and expanding a portfolio of strategic customer relationships within their specialist industry sector. This role is responsible for identifying market opportunities, maximising sales performance, and securing repeat business through a deep understanding of customer needs, industry trends, and value-led solutions. The postholder will proactively engage with new and existing customers to position the organisation as the partner of choice, ensuring commercial and apprenticeship targets are consistently achieved and exceeded. They will collaborate across internal teams to shape compelling propositions, enhance customer experience, and deliver solutions that strengthen loyalty and long-term revenue.

Through expert insight, strong account development, and disciplined pipeline management, the Industry Specialist Account Manager will play a critical role in increasing market share, growing profitability, and supporting the organisation's wider business development strategy, considering long term employer relationships.

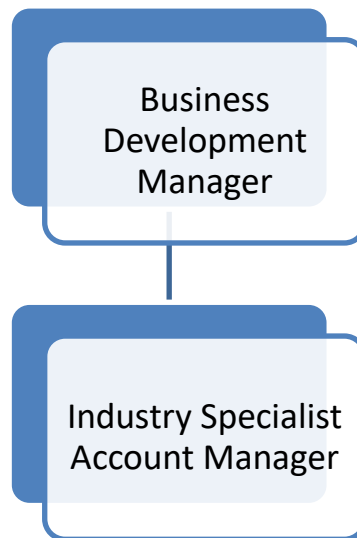
3. Dimensions

Not applicable.

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4. Organisation chart



5. Diversity and Inclusion

Loughborough College Group is committed to operating with Fairness, Respect, Equality, Diversity, Inclusion and Engagement at the heart of our organisation.

We are all responsible for ensuring that all individuals receive the same opportunities to develop, grow and achieve their full potential, regardless of personal circumstances and individual differences.

Our FREDIE values are relevant to the whole College community and support the way in which we work and interact with each other.



6. Key Responsibilities

Role specific responsibilities

- Developing and managing employer accounts, maximising all opportunities for the College's growth plans; Apprenticeships, adult funding, Commercial training, Industry Placements and Work Experience.
- Ensuring that agreed monthly targets for growth are met or exceeded to increase turnover and profitability for the College.
- Developing solid and trusting relationship between employers and the College.
- Developing a complete understanding of employer's needs, anticipating account changes and improvements, resolving client issues and complaints with the relevant apprenticeship or curriculum teams.
- Support relevant senior leaders in contract negotiations with employers, establishing timeline of performance, in conjunction with Assistant Principal for Apprenticeships and relevant Apprenticeship Curriculum Heads.
- Undertaking Organisational Needs Analysis to ensure proposed training solutions meet employer's needs.
- Attend contract management review meetings, as required and contribute towards any refinement of training programme as appropriate with relevant apprenticeship curriculum management, Head or Assistant Principal.
- Serve as contact point for employers and internal teams, and manage communications between employers, curriculum and other staff.
- Gather, report and communicate employers' feedback on service and delivery of training.
- Attend regular scheduled meetings with the wider teams, apprenticeship and curriculum areas, to share and receive, information, data, reports and employer feedback.
- Generate own leads via field sales, cold calling, networking to secure new employer accounts and promote Loughborough College Group as the training provider of choice.
- Manage self-generated leads and referred leads from other sources ensuring a high conversion rate.
- Manage apprenticeships and non-apprenticeship accounts for a range of sectors, to deliver high quality and financially efficient provision for employers to meet targets for student completion rates, timely success, and income
- Cross sell other products, seizing all opportunities to offer employers a well-rounded service.
- Report sales data and forecasts on a regular basis to Business Development Manager, Head of EE and AP for Apprenticeships.
- Support the Placement Lead in identifying and matching suitable organisations to learner's aims and requirements of their work placements.
- Identify new market opportunities, bringing these insights back to College for product/service development, keeping abreast of competitors and industry, and market trends.
- Attend networking events and opportunities to promote the College.
- Deliver presentations and workshops at open days, recruitment and employability fairs, schools' events, community events and networking events to promote Loughborough College Group locally, regionally and nationally, where applicable.
- Develop and generate marketing resources and content with the marketing and events team, in conjunction with Business Development Managers to strategically target business leads.

- Support the implementation and achievement of Careers and Enterprise Hub strategic outcomes. For example; Support curriculum and community with offering guest speakers and employability interactions between learners and organisations
- Support the LLSBP, working closely with stakeholders, employers, and other partners, to ensure current and future workforce needs are met in key employment sectors.
- To support the growth of adult education in conjunction external stakeholders and external funding community education initiatives (e.g. SWAPs and other initiatives).
- Ensure that all engagement with employers is fully logged and evidenced on the CRM.
- Ensure compliance of all employers alongside funding and awarding organisation guidelines.
- Maintain own knowledge of policy changes, funding changes and reforms.
- Undertake training and act as a First Aider for the organisation as required.
- Engage in relevant professional development activity as necessary.
- Undertake such other duties and responsibilities as appropriate and commensurate within the nature of the duties and responsibilities of the post as deemed necessary by Senior Managers and the Executive Team within the context of the Loughborough College Group contract.

Core Responsibilities

- To promote the College groups vision, mission and strategic objectives and to promote the values and behaviours which underpin them at all times.
- To act as an ambassador for the college group in dealings with all external agencies (other colleges, funding bodies, suppliers, learners, parents and employers) and to maintain the highest standards of professional conduct.
- To promote Loughborough College Group and its subsidiaries as the first-choice destination for learners, employers and staff alike.
- To proactively promote equality of opportunity in all aspects of the work role and to assist in the leadership and management of compliance to the agreed Health & Safety policy and practice.
- To promote a positive approach to security and discipline within the College community.

7. Key Result Areas

Action	Result
Generate new and repeat business with employers, maximising all opportunities in line with College's growth plans.	Achieve college key performance indicators and income targets.
Develop long term sustainable partnerships with local, regional and national employers and effectively manage employer relationships across college.	Improve customer satisfaction rates, repeat business and enhanced reputation as Training Provider of choice
Capture Labour Market Intelligence to monitor and address current and future skills gaps across the region.	Informed accurate planning and forecasting of apprenticeship provision aligned to LLSBP priorities and current and future employment needs.

8. Key Working Relationships and Communications

Internal: Head of Employer Engagement, AP Apprenticeship, Industry Specialist Account Managers, Placement Coordinator, Recruitment & Sales Consultants, Administration team, Apprenticeship delivery team, Curriculum Managers/Heads, Heads of Department, progress tutors, lectures, Procurement, MIS & Funding, Quality.

External: Employers, External agencies: JCP / DWP, External Partners and Stakeholders

9. Scope for Impact

Not applicable.

10. Competency Profile

The following profile is a description of the required competencies of the role:

Working with Excellent People	Responsiveness
Brings leadership qualities to supervisory skills; inspires others to be their best considering the FREDIE values. Effectively manages team to deliver a service, providing clear direction and support.	Supports change and supports colleagues in adapting to change. Looks for opportunities to do own job better; puts forward ideas. Always considers longer term impact of own tasks Uses a structured and collaborative approach to solving problems in own and related work areas.
Increases employee engagement Communicates with impact and sophistication; adapts style and uses varied media to meet different audience needs.	Reaches clear, definite and timely decisions based on thorough understanding of the facts and an eye to their practical implications. Multi-tasks and consistently delivers own and team objectives on time and to standard.
Ensuring Financial Sustainability	Self-Awareness
Works efficiently; makes best use of the College's resources. Own work consistently contributes to the strategic aims of the College.	Manages and improves health, safety and wellbeing of team; team or department comply fully with College policies.
	Improves diversity, equality and inclusion in own area; challenges inappropriate behaviours. Understands self and others; communicates with sensitivity; handles difficult people and events effectively.
Delivering Excellent Quality	
Anticipates customer needs; prevents poor service; delivers consistently high-quality service. Informs and promotes subject area convincingly; is an ambassador for the College's activities. Takes ownership for own development, supports that of others and develops beyond own role.	
Has an awareness of the different forms of digital content, tools and technologies that can meet specific needs of the role and understand the benefits and limitations.	

11. Knowledge, Skills and Experience (Person Specification)

QUALIFICATIONS		ESSENTIAL	DESIRABLE	HOW ASSESSED
1.	Relevant degree, professional qualification, apprenticeship or equivalent experience	•		Application/ Certificates
2.	A relevant Leadership & Management qualification or willingness to work towards		•	Application/ Certificates
3.	Possess qualifications in Maths and English Levels 4-9 (GCSE Grades A-C) or equivalent	•		Application/ Certificates
EXPERIENCE				
4.	Significant previous work experience in account management or B2B Sales role, within the work-based learning industry	•		Application/ Interview
5.	Previous experience of successful collaboration with a sales / recruitment team	•		Application/ Interview
6.	Proven track record of achieving sales targets, generating new business and achieving revenue growth	•		Application/ Interview
7.	Previous experience of sales forecasting and target setting	•		Application/ Interview
8.	Previous experience of using CRM systems	•		Interview
SKILLS & KNOWLEDGE				
9.	Strong account management and relationship building skills	•		Interview
10.	Strong negotiation skills, with ability follow-through on client contracts	•		Interview
11.	Excellent verbal and written communication skills; must be a listener, a presenter, and a people-person	•		Application/ Interview
12.	Able to multitask, prioritise, and manage time efficiently	•		Interview
13.	Knowledge of developing CVs, offering interview preparation and identifying new job opportunities.	•		Application/ Interview
14.	Strong leadership and management skills and an ability to inspire Business Development team	•		Interview
15.	Excellent understanding of the Apprenticeship Levy and Apprenticeship Reforms	•		Interview
16.	Demonstrate your understanding of diversity and inclusion	•		Application/ Interview
BEHAVIOURS				
17.	Work effectively with colleagues as part of team.	•		Interview
18.	Must be resilient, self-motivated and target orientated.	•		Interview
19.	Access to or use of a vehicle to travel/attend external meetings & events.	•		Interview

20.	Ability to work flexible hours at evenings and weekends when required.	•		Interview
21.	Promote the College's equal opportunities policy and practices	•		Interview
22.	Ensure the safeguarding of students	•		Interview

Notes

1. A satisfactory Enhanced Disclosure & Barring Service check is required for this post. Loughborough College Group is committed to safeguarding and promoting the welfare of children and young people and expects all staff and volunteers to share this commitment.
2. As part of this role, you are expected to undertake reasonable additional duties such as Exam Invigilation, Welcoming Students and Staff onto campus, supporting with open days and promoting a safe environment across the College Group. This is expected of you in the post mentioned above and all other posts within the College Group.
3. This job description and person specification was prepared in August 2026 and may be amended in light of changing circumstances following discussion with the post holder.

12. Job Description Agreement

Job Holder Signature		Date	
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