

# Job Description



<b>Job Title:</b>	Partnerships Manager
<b>Responsible To:</b>	CEO
	Association of Apprentices
<b>Summary of Role:</b>	<p>As the Association's Partnership Manager, you will play a pivotal role in ensuring the satisfaction, engagement and success of our partners. You will be responsible for managing partners from on-boarding through to renewal, with a focus on delivering value and a high-quality experience.</p> <p>The role holder will join a small Executive team responsible for the running of the organisation.</p>
<b>Principal accountabilities:</b>	
<p>The Association of Apprentices (AoA) is a not-for-profit, membership organisation set up to provide a support network and services to the UK's population of apprentices, as well as those who have been apprentices. AoA provides the UK's only dedicated apprentice social and professional networking platform, learning resources including masterclasses, in-person apprentice only networking events and other services including news, discounts, and information for its members. AoA's vision is to improve apprentice outcomes, supporting all apprentices to complete their programme and fulfil their career potential.</p>	
<b><u>Key Responsibilities</u></b>	
<ul style="list-style-type: none"><li>• Build, develop and manage effective relationships with partner organisations and stakeholders to understand their needs and provide exceptional support</li><li>• Serve as the primary point of contact for partners, developing and implementing initiatives to enhance their experience</li><li>• On-board new partners ensuring all systems, resources and tools are in place to effectively deliver the Association's services from the outset</li><li>• Work with partners to support the regular communication of the Association's services to their apprentices to maximise member registrations</li><li>• Carry out regular partner service meetings and proactively monitor key metrics and analytics to support effective service delivery and ensure maximum return for the partner</li><li>• Contribute to the Association's overall business planning and forecasting for repeat income</li><li>• Ensure that renewal targets are achieved in line with the business plan</li><li>• Manage the drafting of partnership and other proposals and contracts</li><li>• Represent the Association effectively at events and networking opportunities</li><li>• Undertake regular research to ensure that you remain up to date with changes and developments within the sector</li><li>• Provide regular updates and input into the team relaying partner feedback and recommending enhancements which meet partner needs and deliver value</li><li>• Any other duty which, from time to time, may reasonably be required to meet the needs of the business.</li></ul>	

**PERSON SPECIFICATION: PARTNERSHIPS MANAGER**

Please list each category, ✓ if it is an essential or a desirable criterion, then identify the means of assessment. For example – “well developed verbal communication skills” can only be assessed from the interview and the reference and not the application form, therefore you would only place a ✓ in the \*I and \*R and not \*A.

Means of assessment  
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CATEGORY	Essential	Desirable	A*	I*	R*
<b>Qualifications:</b> Grade A-C GCSE in English and Maths or equivalent.	✓		✓ ✓ ✓	✓ ✓ ✓	✓
<b>Experience:</b> Experience of working in the apprenticeship sector or as an apprentice. Experience in customer success, account management or a customer-facing role, delivering a high level of service and satisfaction. Experience of successfully achieving deadlines and working without close supervision. Experience of managing databases / CRM systems for Partner management. Experience self-motivating to achieve KPIs and targets.	✓ ✓ ✓ ✓ ✓		✓ ✓ ✓ ✓ ✓	✓ ✓ ✓ ✓ ✓	✓ ✓ ✓ ✓ ✓
CATEGORY	Essential	Desirable	A*	I*	R*
<b>Knowledge / Skills / Abilities:</b>					
Excellent written, verbal and presentation skills.	✓		✓	✓	✓
Ability to persuade, influence and listen to others.	✓		✓	✓	
Ability to establish and maintain rapport with a wide variety of people.	✓		✓	✓	✓
Effective negotiation skills.	✓		✓	✓	✓
Knowledge of the apprenticeship system in the UK.		✓	✓	✓	✓
Ability to work within a target driven environment.	✓		✓	✓	✓
Ability to manage workload, time and resources effectively.	✓		✓	✓	✓
Ability to deliver to agreed targets.	✓		✓	✓	✓
Ability to remain calm and polite under pressure.	✓		✓	✓	✓
IT literate and proficient in Microsoft Office particularly the Word, Excel and Outlook.	✓		✓	✓	✓