

Job Description

Position / Job Title:	External Engagement Project Officer (Apprenticeships) (Fixed-Term)
Ref:	262
Location/Building:	Talbot Campus
Faculty/Professional Service:	Office of the Vice Chancellor
Duration if Temporary:	Fixed-Term / Secondment until 31st July 2025
Normal Hours per Week:	0.5 FTE (Some flexibility will be required in order to ensure that key time scales and deadlines are met).
Grade:	6
Accountable to:	Head of External Engagement and Director of Apprenticeships and Skills

Job Purpose

The External Engagement Project Officer (Apprenticeships) post is funded through an Office for Students bid to grow capacity and capability among English higher education providers to deliver high quality degree apprenticeships provision that meet skills needs now and in the future. They also aim to address equality of opportunity in relation to Level 6 degree apprenticeships.

Reporting to the Head of External Engagement and Director of Apprenticeships and Skills, and working with the Business Engagement and Knowledge Exchange Managers, this critical business-facing role reflects the emerging strategic opportunities and operational challenges that will support the growth of Bournemouth University's degree apprenticeship portfolio with five new degree apprenticeships being developed for a September 2025 start.

This varied and exciting role will suit individuals with excellent communication skills and a passion for building effective business relationships. The postholder will work with the wider business engagement team to bolster our relationships with employers and other strategic partners to develop mutual beneficial links that build understanding of degree apprenticeships and positively impact apprentice recruitment.

Main Responsibilities

1. Through working closely with the BU External Engagement Team, contribute to the planning and delivery of a business apprenticeships strategy that enables ongoing liaison with employers to identify employers to build relationships with, and support employers through the recruitment and onboarding of apprentices. This will include the set-up processes for a systematic approach to business engagement for degree apprenticeships.
2. To work closely with the BU External Engagement Team and Marketing and Communications to identify priorities and key business sectors to pursue.
3. To contribute to building and shaping the profile of BU's degree apprenticeship provision regionally with a particular focus on business engagement that benefits apprentice employers and apprentices' experience.
4. Play a pivotal role in embedding a culture of pro-active and positive local and regional business engagement related to degree apprenticeships within the University.
5. Identify and develop commercial opportunities and relationships to expand the number of apprentices at BU.
6. To develop and manage strategic partnerships with external organisations to enrich networks with the aim of building sustainable apprenticeship cohorts.

7. Seek out new apprenticeship opportunities in line with institutional priorities and reflect external demand back into the University, where appropriate.
8. Identify opportunities to build upon existing third-party relationships.
9. Attend external briefing events and meetings in order to gain sector wide intelligence and develop appropriate briefing and actions on the basis of this information.
10. Manage the project work package, including managing the budget ensuring spend is within agreed budget and delivering value for money; and meeting target milestones working with the relevant stakeholders to agreed timescales.
11. Produce reports and relevant data with analysis in order to inform the ongoing development of the project.
12. Demonstrate a strong understanding of the development, management and delivery of degree apprenticeships.
13. Be an active member of monthly project board meetings and be responsible for reporting on achievement of project targets.
14. Any other duties that may be assigned from time to time by the Head of External Engagement or Director of Apprenticeships and Skills as may be reasonably required and commensurate with the grade.

Contacts

Internal:

Head of External Engagement, Director of Apprenticeships and Skills, Directors/Heads of Professional Service, External Engagement Team, Faculty Executive Teams, Academic Colleagues, Marketing and Communications, Professional Services including Office of the Vice Chancellor.

External:

Strategic, Key and Specialist Business Partners, Businesses, Professional Contacts. BPC Council, Dorset Chamber, Dorset LEP.

Information Governance Responsibilities

Data User

- i. Comply with the associated data protection, information security, information management and information technology regulations, policies, processes and procedures.

Safeguarding and Regulated Activity

If the role involves engaging in regulated activity relevant to vulnerable groups including children and disabled adults, it is an [offence to apply for](#) and perform the role, if a person is bared from engaging in regulated activity. Further information is available in BU's [Safeguarding Policy](#) and Suitability Statement on the Recruitment and Employment of Ex-offenders.

Additional Information

The purpose of the job description is to indicate the general level of responsibility and location of the position. The duties may vary from time to time without changing their general character or level of responsibility.

BU is an equal opportunities employer which values a diverse workforce. The post holder must at all times carry out their responsibilities with due regard to the University's Dignity, Diversity and Equality Policy Statement.

Our highly skilled and creative workforce is comprised of individuals drawn from a broad cross section of the globe, and who reflect a variety of backgrounds, talents, perspectives and experiences to build our global learning community. Through fused activity, the post holder must have an understanding of and commitment to promoting a global outlook.

All employees have an obligation to be aware of the University's Sustainability Policy, Climate and Ecological Crisis Action Plan, Travel Plan and associated documents, and to ensure that they carry out their day-to-day activities in an environmentally responsible manner and inspire students to do the same.

October 2024



Person Specification

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Faculty / Service: Office of the Vice Chancellor	Date: October 2024
SELECTION CRITERIA	Essential / Desirable
Knowledge (including experience & qualifications)	
Degree, equivalent qualification, or demonstrable, comparable, capability in a relevant subject area.	E
Demonstrable knowledge and experience in business development including successful client management	E
Track record of customer-focused service promotion, business development and client relationship building	E
Ability to work autonomously at the interface between academics and business	E
Experience of budget management	E
In-depth understanding of degree apprenticeship development	D
Experience of identifying and capitalising on business opportunities; developing business cases, gaining buy in from stakeholders and overseeing implementation	D
Experience of business development for a professional education portfolio	D
Knowledge and experience of working in higher education to support and grow business development and income generation	D
Skills	
Ability to negotiate effectively and influence important decisions	E
Excellent verbal, written, interpersonal and networking skills	E
Ability to project manage, including managing a budget	E
Skilled at engaging and influencing internal and external stakeholders at all levels to work together, navigate diverse organisational cultures and gather intelligence	E
Experience of planning and organising a comprehensive pipeline of opportunities to meet stretching targets for apprentice numbers	E
Ability to assimilate complex and key issues and present these in a fashion credible to business leaders	E
Confident with public speaking and comfortable attending external events	E
Excellent interpersonal skills and the ability to build and maintain effective working relationships with a range of stakeholders	E
Ability to prioritise and manage effectively a range of activities to tight and varied timescales	E
Attributes	
Self-motivated and well-organised	E
Self-reliant, enthusiastic, innovative and pro-active	E
Ability to work autonomously	E
Ability to communicate and explain complex issues to others without the same technical knowledge	E
Display tact, diplomacy and the ability to challenge convention and persuade others	E
Professional credibility with external businesses	E
Ability to identify an issue or opportunity and take action to do something about it	E
Creativity, imagination and flair	E
An empathy with, and understanding of, the worlds of business and academia and the ability to match motivations	E
Commitment to delivering service excellence	E