Job Description

Job Title:	Apprenticeship Training Advisor	**Grade:**	K
Department:	Corporate and Continuing Education	**FLSA:**	Exempt

The incumbent in this job is expected to assist the College in achieving its vision and mission. Customer focus, college service, and a willingness to assist as needed are expectations for all employees.

General Function:

Responsible for achieving targeted growth through the acquisition and development of apprenticeship clients. Duties include solicitation, qualification, negotiation, contracting for and account maintenance of apprenticeship clients. Identifies and creates new opportunities for continuous growth to meet established targets. Efforts result in the attainment of revenue goals for the College apprenticeship program.

Characteristic, Duties and Responsibilities:

1. Build client relationships in order to develop apprenticeship opportunities with prospective clients.
2. Prospect and generate new apprenticeship clients through research, cold-calls, outreach, and other marketing/sales initiatives.
3. Coordinate with Program Developers to set up courses and provide follow up to clients
4. Develop a complete understanding of assigned CPCC course products in order to offer customized products for client.
5. Participate in establishing goals with the Executive Director of Workplace Learning and ensure daily activities align with meeting these goals.
6. Collaborate with Directors to develop enhanced or new products desired by the industry/market.
7. Utilize and maintain clients and prospect lists databases
8. Attend ongoing internal and external sessions to assure proficiency.
9. Work with the CCE marketing team to utilize effective sales materials in presentations and proposals.
10. Perform other duties as assigned by the Executive Director of Workplace Learning.

The intent of this job description is to provide a representative summary of the essential functions that will be required of positions given this title and should not be construed as a declaration of specific duties and responsibilities of any particular position. Employees will be assigned specific job-related duties through their hiring departments. Specific job-related duties assigned by hiring departments shall be consistent with the representative essential functions listed above and shall not be construed as expanding a particular position's role, scope, FLSA status, or grade. October 2012

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Reporting Relationships:

Direction Received: Executive Director of Workplace Learning

Direction Given: Responsible for collaborative relationships with CPCC employees and business and industry clients

Minimum Requirements:

Bachelor's Degree from a regionally accredited institution in Marketing, Communication, Management or closely related

Preferred Qualifications:

- Computer proficiency in desktop applications with database experience
- Excellent presentation and written communication skills

Knowledge, Skills, Abilities and Worker Characteristics:

Computer Skills - MS Word, Excel, PowerPoint & Outlook. Utilization of database management tools such as ACT! is essential.

Interpersonal Skills – Building relationships with clients will be the foundation of the selling process. Coordinating and communicating with CCE teams outside of the Sales Team will be critical to success. Drive Ambition, and initiative are key.

Presentation Skills – Ability to make conceptual presentations to management level personnel. Ability to Develop and write sales proposals, correspondence, and assist in marketing collateral. Strong oral & written Language skills are essential.

Reasoning Ability – Ability to solve practical problems and deal with a variety of concrete variables in situations where only limited standardization exists. Ability to interpret client needs and to determine what products can be tailored to fit the client's need. Flexibility is key.

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Working Conditions:

Typical office environment. Travel between campuses and clients offices. Must have reliable personal vehicle.

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