

About us

We are a leading sport education and training provider, proudly serving the sport and physical activity sector since 2002. Our work is delivered through two organisations: **Sport Structures Limited** and **Sport Structures Community Interest Company (CIC)**. Together, we share a commitment to excellence, with the CIC reinvesting back into sport to create lasting impact. We are a company with a strong social conscience, driven by a clear vision:

Transform sport and physical activity through empowering and inspiring people.

We collaborate with a wide range of partners, including National Sport Organisations, National Governing Bodies, Active Partnerships, Community Foundations, and educational institutions. Our training supports individuals at every stage of their journey—apprentices, volunteers, coaches, and the professional workforce.

Over the years, we've delivered [landmark projects](#) that have shaped us as an organisation and we are proud to have won a [number of awards](#) over the years. Our mission is to:

Provide solutions that add value and drive positive change, reflecting the diverse needs of sport and physical activity.

Our values guide everything we do—both within our team and in our partnerships:

- **Passion**
- **Integrity**
- **Excellence**
- **Togetherness**

Job summary and scope

We are seeking a proactive, target-driven and relationship-focused Employer Partnerships and Business Development Manager to drive apprenticeship growth and support the continued development of Sport Structures.

Working closely with employers, the role will focus on developing partnerships, identifying workforce development needs and promoting apprenticeship and training solutions. The successful candidate will be responsible for generating

employer opportunities, converting enquiries into apprenticeship starts and contributing to agreed recruitment and business development targets.

This is a newly created part-time role designed to support the growth of employer partnerships, apprenticeship recruitment and business development activity across Sport Structures.

Success in this role will be measured through the achievement of agreed apprenticeship recruitment, employer engagement and business development targets, including the generation and conversion of employer opportunities into apprenticeship starts.

The successful candidate will have a track record in employer engagement and business development, with the ability to build relationships, generate opportunities and achieve agreed targets.

Job title:	Employer Partnerships and Business Development Manager
Position type:	Permanent
Salary:	£38,000–£42,000 FTE, dependent upon experience (pro rata for part-time appointments), plus eligibility for a performance-related bonus linked to agreed apprenticeship recruitment and business development targets.
Hours of working:	22.5 hours per week (0.6 FTE) Applications from candidates seeking part-time or full-time working arrangements will be considered.
Working arrangements	Home-based with flexible working arrangements. We support flexibility in how hours are worked, subject to business requirements.
Persons responsible to:	Head of Funded Training
Location:	Remote / Home based
Travel	The postholder will be required to attend monthly collaboration days held in the West Midlands and quarterly staff meetings.
Benefits:	Access to ongoing professional development opportunities provided by Sport Structures

Special conditions	Occasional attendance at meetings or events outside normal office hours. Casual car-user allowance for business-related travel only.
Job closing date:	Thursday 30 th July 2026
Interview date:	Wednesday 5 th August 2026

Duties and Responsibilities:

- 1 Develop and implement business development activities that generate employer opportunities, apprenticeship starts and training income in line with agreed recruitment and business development targets.
- 2 Identify, engage and secure new employer partners through networking, referrals, stakeholder engagement and other business development activities.
- 3 Monitor and report against agreed business development KPIs, including employer engagement activity, pipeline performance, apprenticeship starts and recruitment targets
- 4 Own and manage a pipeline of employer opportunities from initial enquiry through to apprenticeship enrolment, proactively progressing opportunities and monitoring conversion.
- 5 Promote apprenticeship programmes and provide employers with accurate advice and guidance on apprenticeship standards, funding opportunities and workforce development solutions
- 6 Develop new business opportunities through both existing employer relationships and new employer engagement, identifying workforce development needs and recommending appropriate training solutions.
- 7 Convert employer enquiries and opportunities into apprenticeship starts through effective relationship management, consultative selling and proposal development.
- 8 Proactively engage with existing and prospective employer partners to identify emerging workforce needs, business challenges and opportunities to provide training and workforce development solutions.
- 9 Manage and develop existing employer relationships, working with key employer partners to develop long-term workforce development plans that maximise

- repeat business, apprenticeship recruitment and wider training solutions.
- 10 Work collaboratively with employer partners and internal colleagues to ensure workforce development needs are translated into high-quality learner programmes and training solutions
 - 11 Gather and share employer, sector and labour market intelligence to inform service development, employer engagement activity and future growth opportunities
 - 12 Maintain an accurate CRM and sales pipeline, ensuring employer activity, opportunities and follow-up actions are recorded to support reporting, forecasting and business development.
 - 13 Work collaboratively with the Marketing Manager to maximise the conversion of marketing-generated enquiries and support employer engagement campaigns.
 - 14 Support the continued growth and development of employer partnerships and business development activity, recognising that the scope of the role may evolve in line with organisational priorities and growth
 - 15 Represent Sport Structures at relevant networking events, forums, exhibitions and stakeholder meetings to raise awareness and generate new business development opportunities
 - 16 Training and development: To undertake appropriate training and development opportunities
 - 17 Equality and diversity: To promote equality, diversity and social inclusion issues throughout all of Sport Structures work promoting a positive approach to the work environment and partner relationships. To personally act as an exemplar on these issues.
 - 18 Health and safety: To ensure the health, safety and welfare of employees and the public by complying with the appropriate health and safety policies, organisations and arrangements and the employment of safe working practices and risk assessment and management and to comply with the No Smoking policy.
 - 19 Other duties: To undertake other duties, as appropriate, to achieve the objectives of the post, and to assist the organisation in the fulfilment of its overall objectives, commensurate with the post holders salary, grade, abilities and aptitude.

Person Specification

We are looking for a proactive and relationship-focused Employer Partnerships and Business Development Manager to develop employer partnerships, generate new business opportunities and support the continued growth of Sport Structures. The successful candidate will demonstrate strong communication and relationship-building skills, commercial awareness and a customer-focused approach, with the ability to convert opportunities into apprenticeship starts and wider training solutions while helping to shape the future growth of the role. You should be able to demonstrate the following qualities, skills, and experience:

	Qualifications and Experience	Essential (E) Desirable (D)
1.	Good standard of education, including GCSE English and Maths (or equivalent)	E
2.	Experience in a business development, employer engagement, account management or partnership development role.	E
3.	Experience of generating new business opportunities and managing the sales pipeline from initial enquiry through to successful conversion.	E
4.	Proven experience of achieving business development, employer engagement or sales targets and monitoring performance against agreed KPIs, ideally within the apprenticeship, education, skills or funded training sector.	E
5.	Experience working flexibly within a small team, building strong day-to-day relationships with colleagues.	E
6.	Experience of developing and maintaining successful employer or stakeholder partnerships	E
7.	Experience of working within apprenticeships, skills, training, education or workforce development.	D
8.	Experience of using CRM systems to manage sales pipelines, record activity and monitor business development performance	E
Skills & Abilities		
9.	Excellent communication, networking and relationship-building skills.	E
10.	Ability to identify employer needs and recommend appropriate training and workforce development solutions	E

11.	Ability to convert employer enquiries, opportunities and leads into apprenticeship starts and wider training solutions.	E
12.	Strong business development, influencing and consultative selling skills, with the ability to generate opportunities, build relationships and achieve agreed targets.	E
13.	Ability to manage multiple priorities, work independently and organise workload effectively	E
14.	Ability to analyse information, identify opportunities and contribute to organisational growth and service development.	E
15.	Ability to contribute positively when working as part of a team, whilst also working autonomously where required	E
16.	Competent working knowledge of Microsoft 365 applications	E
Knowledge & Understanding		
17.	Understanding of apprenticeship programmes, funding opportunities and employer workforce development needs	E
18.	Knowledge of the education, skills or training sector	D
19.	Understanding of business development, sales pipeline management and partnership development approaches.	E
Personal Attributes		
20.	Proactive, self-motivated and results-focused, with a commitment to delivering high-quality customer service.	E
21.	Demonstrates a proactive approach to identifying improvements and solving problems	E
22.	Commitment to continuous professional development, staying up to date with industry trends and best practice.	E
23.	Willingness and ability to travel to monthly collaboration days, quarterly staff meetings, and other business meetings as required	E
24.	Professional and collaborative approach, with the ability to build credibility and trust with employers and stakeholders.	E

The interview panel will assess candidates against the criteria outlined in the person specification, prioritising elements relevant to the role. We are committed to providing equal opportunities for all applicants and aim to build a diverse and inclusive workforce. Applications are welcomed from all suitably qualified individuals. A copy of our Equality and Diversity Policy can be found on [our website](#).

The successful applicant will need a clear DBS certificate and will have responsibility for safeguarding children and vulnerable adults in line with our policies.

To apply, please submit:

- A completed job application form (available on our website)
- A CV (maximum 2 pages) including details of at least two referees
- Either:
 - A video (maximum five minutes) explaining:
 - why you are interested in the role;
 - the skills and experience you believe are most relevant; and
 - an example of an achievement that demonstrates your suitability; or
 - A one-page supporting statement covering the same points.

We encourage applicants to submit a video where possible, as it provides an opportunity to demonstrate your communication and enthusiasm for the role. However, a written supporting statement will be considered equally as part of the recruitment process. If submitting a video, please provide a private or unlisted link (e.g. Microsoft OneDrive or YouTube) as part of your application.

Please note that applications will only be considered if all required application documents, including either a supporting statement or video submission, are received. Applications should be submitted to: HR@sportstructures.com

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