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| **Job Description** |
| **Post title** | Development and Engagement Officer |
| **JE Reference No** | N9502 |
| **Grade** | Grade 7 |
| **Service** | Children and Young People’s Services |
| **Service Area** | Education and Skills; Progression and Skills; Adult Learning and Skills |
| **Reporting to** | The post holder is accountable to the Development and Engagement Co-ordinator and will work closely with Programme Leads to provide a coordinated and effective approach to service development and learner engagement. |
| **Location** | Your normal place of work will be Civic Centre, Crook, but you may be required to work at any Council workplace within County Durham. |
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| **DBS** | This post is subject to an enhanced disclosure. |
| **Flexitime** | This post is eligible for flexitime. |
| **Politically restricted** | This post is not designated as a politically restricted post in accordance with the requirements of Section 1(5) of the Local Government and Housing Act 1989 and by regulations made from time to time by the Secretary of State. |

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| **Description of role** |

The role will require the development of positive working relationships with a wide range of organisations and partners locally and regionally to ensure the Service delivers a wide range of high-quality learning opportunities across the County.

The post holder will support marketing, development and recruitment strategies to promote the service and increase learner numbers.

The post holder will deliver high quality Information, Advice and Guidance to both current and potential learners and provide support to enable learners to overcome barriers to learning and employment.

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| **Duties and responsibilities** |

Listed below are the responsibilities this role will be primarily responsible for:

* Ensure knowledge is current on the learning and skills sector and on national promotions and celebrations e.g. Apprenticeship Week, Festival of Learning,
* Attend marketing events, forums, networks and stakeholder groups related to the promotion of learning opportunities as directed by the Development and Engagement Co-ordinator,
* Provide effective information, advice and guidance to current and potential learners including support to overcome barriers to learning, access to learner support funding, childcare and assistance with transport within available resources,
* Support development strategies for the service in identified key growth areas by identifying opportunities to promote and market opportunities to new and existing learners,
* Ensure that specific engagement activity is undertaken, and is engaging, with under-represented groups,
* Collaborate with Programme Leads to engage learners across all programme areas,
* Complete Initial Assessment and skills screening of learners’ current skills levels to enable referral to relevant provision at the appropriate level,
* Provide job search and post-employment support to learners,
* Support marketing and promotion of the service. This includes but is not limited to, the service prospectus, monthly communications about the service for staff, learners and employers, press releases, social media campaigns and e-campaigns, membership schemes, competitions, good news stories, corporate displays and notices for centres, and other methods,
* Ensure that learner enquiries are dealt with effectively and in accordance with service procedures/policies and timeframes,
* Maintain a database of learner enquiries and referrals to monitor performance against marketing and promotion activity and track learner enquiries/destinations,
* Maintain effective relationships with service colleagues, key stakeholders, hard to reach groups, the wider community and other organisations to effectively deliver and promote service provision to increase learner engagement,
* Monitor learner attendance to identify learners at risk of leaving provision and work closely with Programme Leads and lecturers to re-engage ‘at risk’ learners,
* Follow up all learners who withdraw from provision to offer advice, guidance and ‘re-engagement’ where appropriate,
* To commit to the ALSS’s Safeguarding Policy and promote a safe environment for children, young people and vulnerable adults within the Service,
* To support and promote the safeguarding of all learners, visitors and staff.

The above is not exhaustive and the post holder will be expected to undertake any duties which may reasonably fall within the level of responsibility and the competence of the post as directed by the Head of Service.

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| **Organisational responsibilities** |

* **Values and behaviours**

To demonstrate and be a role model for the council’s values and behaviours to promote and encourage positive behaviours, enhancing the quality and integrity of the services we provide.

* **Smarter working, transformation and design principles**

To seek new and innovative ideas to work smarter, irrespective of job role, and to be creative, innovative and empowered. Understand the operational impact of transformational change and service design principles to support new ways of working and to meet customer needs.

* **Communication**

To communicate effectively with our customers, managers, peers and partners and to work collaboratively to provide the best possible public service. Communication between teams, services and partner organisations is imperative in providing the best possible service to our public.

* **Health, Safety and Wellbeing**

To take responsibility for health, safety and wellbeing in accordance with the council’s Health and Safety policy and procedures.

* **Equality and diversity**

To promote a society that gives everyone an equal chance to learn, work and live, free from discrimination and prejudice and ensure our commitment is put into practice. All employees are responsible for eliminating unfair and unlawful discrimination in everything that they do.

* **Confidentiality**

To work in a way that does not divulge personal and/or confidential information and follow the council’s policies and procedures in relation to data protection and security of information.

* **Climate Change**

To contribute to our corporate responsibility in relation to climate change by considering and limiting the carbon impact of activities during the course of your work, wherever possible.

* **Performance management**

To promote a culture whereby performance management is ingrained and the highest of standards and performance are achieved by all. Contribute to the council’s Performance and Development Review processes to ensure continuous learning and improvement and to increase organisational performance.

* **Quality assurance (for applicable posts)**

To set, monitor and evaluate standards at individual, team and service level so that the highest standards of service are delivered and maintained. Use data, where appropriate, to enhance the quality of service provision and support decision making processes.

* **Management and leadership (for applicable posts)**

To provide vision and leadership to inspire and empower all employees so they can reach their full potential and contribute to the council’s values and behaviours. Managers and leaders must engage in personal development to ensure they are equipped to lead transformational change; always searching for better ways to do things differently to meet organisational changes and service priorities.

* **Financial management (for applicable posts)**

To manage a designated budget, ensuring that the service achieves value for money in all circumstances through the monitoring of expenditure and the early identification of any financial irregularity.

*The above is not exhaustive and the post holder will be expected to undertake any duties which may reasonably fall within the level of responsibility and the competence of the post as directed by your manager.*

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| Person specification |
|  | Essential | Desirable |
| Qualifications | * Level 3 Advice and Guidance Qualification recognised by the Careers Development Institute or willingness to complete within 24 months
 | * Level 3 qualification in a related discipline including project management, business, business development, marketing or administration.
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| Experience | * Experience of supporting young people/adults in the context of the learning and skills sector,
* Experience of partnership working,
* Experience of working towards challenging targets and deadlines,
* Track record of consistently achieving/exceeding performance targets,
* Experience of making initial contacts with potential learners.
 | * Experience of marketing in the learning and skills sector.
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| Skills & Knowledge | * Knowledge of the post-16 learning and skills sector,
* Effective organisational skills and ability to work methodically and systematically,
* Accurate record keeper who completes and finishes tasks to a high standard,
* Ability to demonstrate initiative and responsibility for taking a piece of work forward,
* Able to work accurately to deadlines,
* Ability to handle and secure confidential information.
 | * Knowledge of barriers to learning and engaging young people and adults.
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| Personal Qualities | * Excellent interpersonal and communication skills,
* Ability to meet deadlines,
* Tact and empathy with post-16 learners,
* Ability to work unsupervised and as a team member,
* Flexible approach to work including occasional weekends,
* Access to a car or access to a means of mobility support (if driving, must have a current valid driving licence and appropriate insurance).
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