

Job Description and Person Specification

Role: Apprenticeship and Career Pathways Advisor



Job Description

Job Title	Apprenticeship and Career Pathways Advisor
Grade	6
Service	People and Culture
Reports to	Apprenticeship and Career Pathways Advisor
Location	Workforce Planning and Early Careers Lead
Job Evaluation Code	A5817



About Coventry City Council

Who we are: At Coventry City Council we are dedicated to making a positive difference to the services we deliver to the diverse citizens of Coventry. The work we do improves people's lives – from helping them into work to providing clean and green places to live, to keeping people safe and protected.

As a Coventry City Council employee, you have our ongoing commitment to your growth and development with opportunities to work across multiple service areas including customer contact, public health prevention and education and skills, adults and children's services and provide support for the most vulnerable.

Our aim is simple – to be globally connected, locally committed, deliver our priorities with fewer resources whilst effectively managing our performance and measuring our progress.

Our Values: We expect everyone who works for us to be committed to our One Coventry values and to share our commitment to becoming a more diverse and inclusive organisation:



About the Service your team will provide

Purpose of the role

To support the Workforce Planning & Early Careers Lead to ensure the effective delivery of the Council's Apprenticeship Strategy and People Plan. Working as a member of the People & Culture Team you will partner with internal and external stakeholders to identify, promote and co-ordinate apprenticeships and work experience placements across the organisation.

Priorities for the role include supporting workforce planning initiatives, embedding apprenticeships across the Council and our maintained schools, organising work experience placements for under-represented young people and supporting the development of career progression pathways that meet current skills gaps and future workforce needs.

Main Duties & Key Accountabilities

Core Knowledge

- Facilitate widening participation in the apprenticeship programme by targeting and engaging with priority and under-represented groups such as candidates that: have a disability and/or special educational need, are from Black, Asian and Minority Ethnic Communities, are Looked After Children/Care Leavers and those that are currently Not in Education Employment or Training (NEET).
- Act as one of the lead contacts for apprenticeships and work experience, providing information, advice and guidance to a range of internal and external stakeholders including managers, training providers and partners across the Council and maintained schools.
- Organise, promote and co-ordinate the Council's Apprenticeship programme and work experience placements across the organisation, so that they are outstanding, successful and socially inclusive.
- Assist the Workforce Planning & Early Careers Lead in ensuring that Apprenticeship programmes are continually developed and improved via identification and implementation of best practice.
- Support the Workforce Planning & Early Careers Lead to develop apprenticeship career pathways for all service areas, including the development of contracts and pay.
- Be proactive in the marketing, recruitment, selection, induction and development of Apprentices, ensuring that recruitment targets are met and that apprenticeship numbers are increased in line with the Council's Apprenticeship Strategy.

- Manage a caseload of apprentices throughout the apprenticeship lifecycle, providing information, advice & guidance and outstanding pastoral support to achieve positive outcomes.
- Ensure training providers delivering apprenticeship training are providing a quality service that meets the needs of our apprentices, taking required action where issues are identified.
- Monitor the performance of all apprentices through specific and ad hoc interventions throughout the apprenticeship lifecycle; addressing any concerns whilst on programme, providing relevant support, information, advice and guidance to ensure positive outcomes are achieved.
- Be proactive in developing relationships with stakeholders across the Council and schools, advocating the benefits of recruiting apprentices to increase apprentice numbers in line with the Apprenticeship Strategy.
- Ensure that the barriers faced by priority and under-represented groups are identified and actions are put in place to meet their diverse needs and expectations.
- Design and deliver resources, activities for workshops/events held for priority and under-represented groups.
- Evaluate achievements and obtain feedback via surveys from schools and partners engaged on the programme in order to continually improve the service.
- Ensure robust management information systems are adhered to and developed to enable accurate reporting on a variety of targets and metrics.
- Liaise with apprentices, line managers and training providers to ensure that apprenticeship details are accurate and up to date on the Council's Digital Apprenticeship Service account, updating financial records as required
- Produce appropriate materials and documentation such as support guides for apprentices and line managers.
- Produce appropriate marketing content for social media use including LinkedIn, Twitter, Facebook and the Apprenticeship Team Instagram account.
- Produce appropriate digital and physical marketing content for promotional resources and events.
- Undertake marketing and promotional events so that the Council's apprenticeship scheme is widely recognised and is a preferred destination for apprentices.
- Assist in procurement activities for new apprenticeship training.

- Develop networks with schools, colleges, universities, training providers and other agencies to identify apprenticeship opportunities and create attraction campaigns to promote apprenticeships.
- Design and deliver appropriate training and development activities for apprentices such as induction sessions and employability workshops.
- Engage with Apprentices during the apprenticeship lifecycle to enhance their personal development opportunities through attendance to events and workshops.
- Facilitate work experience placements and similar programmes as an entry point into apprenticeships.
- Any other duties and responsibilities within the range of the salary grade.

Key relationships

External National Apprenticeship Service Training Providers Further/Higher Education Providers Youth and Community Groups	Internal Employment Services HR Policy and Practice Resourcing Through Care
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Standard information

Post holders will be accountable for carrying out all duties and responsibilities with due regard to Code of Conduct, Safeguarding, Health & Safety and the City Council's Workforce Diversity and Inclusion Policies.

Duties which include processing of any personal data must be undertaken within the corporate data protection guidelines.

Smoke Free

The City Council is Smoke - Free. Smoking is not permitted on any of our premises or the surrounding land including car parking facilities.

Training

The postholder must attend any training that is identified as mandatory to their role.

Responsible for:

N/A

Person specification

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Knowledge	
An understanding of apprenticeships and their use within an organisation in relation to workforce planning and career pathways.	
Knowledge of apprenticeship standards & awareness of the apprenticeship levy.	
An understanding of issues relating to equality, diversity and social inclusion including the issues facing the unemployed, disadvantaged or how inequality can affect people and how this might lead to disadvantage.	
An understanding of relevant employment legislation including GDPR and Health and Safety.	
Skills and Abilities	
Ability to plan and prioritise work and tasks effectively and balance competing and conflicting demands.	
To work under own initiative with minimum supervision; pro-actively investigating issues and seeking solutions to problems.	
Excellent communication and presentation skills; both verbal and written.	
Digitally literate and able to use Digital technologies such as Word, SharePoint, Office 365, OneNote, Excel.	
Excellent interpersonal skills, approachable and flexible with the ability to build relationships with stakeholders to recruit apprentices and create work experience opportunities.	
Effective influencing and negotiating skills.	
Able to demonstrate the behaviours and Values that apply to Coventry City Council.	
Excellent administrative skills with a keen eye for detail.	
Ability to carry out presentations to groups of people.	
Ability to contribute to the design and delivery of training programmes for apprentices and work placement hosts.	
A good team player and motivator.	
Ability to work collaboratively within the team and across the Council with staff at all levels within the organisation.	
Experience	
Working with and supporting young people into employment.	

Delivering successful work-based learning programmes (preferably apprenticeships) within an organisation.
Experience of developing partnerships and working with a range of stakeholders including: training providers, managers, schools, training providers and other educational and employment agencies.
Qualifications
CIPD qualified and/or professional experience of working within a HR/OD environment.
Special Requirements
This post is exempted under the Rehabilitation of Offenders Act 1974 and as such appointment to this post will be conditional upon the receipt of a satisfactory response to a check of police records via Disclosure and Barring Service (DBS).
Ability to travel around Coventry and regional locations to attend meetings.
Flexible attitude towards hours of work and location when required to meet the service needs. This may include occasional evening and/or weekend work.

Date Created	May 2022	Date Reviewed	June 2023
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