

**Application Pack**

Apprenticeships Engagement Officer

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**Introduction**

The National Training Federation for Wales (NTfW) is a ‘not for profit’ membership organisation of over 100 organisations involved in the delivery of apprenticeships and employability skills programmes in Wales.  We are a pan-Wales representative body for the network of quality assured work-based learning (WBL) providers, who are contracted by the Welsh Government to deliver their apprenticeship and employability skills programmes. All providers who are commissioned by the Welsh Government to deliver work-based learning programmes in Wales are members of the NTfW. As such, the NTfW is seen as the authoritative organisation on apprenticeships and employability skills programmes in Wales.

The role of the NTfW is very much one of working with organisations to identify skills training issues and then supporting them to develop collaborative solutions to meet the skills development needs of individuals, organisations and regions in order to support and achieve Welsh Government’s aspirations for a highly skilled Welsh workforce.

**Background**

The Welsh Government’s ‘Taking Wales Forward’ programme sets out the ambition to drive improvement in the Welsh economy and public services, delivering a Wales which is prosperous and secure, healthy and active, ambitious and learning, united and connected. Within this Programme for Government, there is a clear commitment to *“delivering a minimum 100,000 high quality all-age apprenticeships over the term of this assembly.”*

To deliver on the commitment set out within the ‘Taking Wales Forward’ programme, the Welsh Government has produced its Apprenticeship Policy Skills Plan. Within this plan, the Welsh Government has stated:

*“Wales has developed a highly successful Apprenticeship programme, one built in partnership with Welsh businesses and with a strong focus on quality. The programme is highly valued by both employers and apprentices and framework success rates are consistently over 80%. However, changing demand from employers and learners as well as the introduction of the Apprenticeship Levy by the UK Government means there is now a need to revisit how the programme in Wales will operate, and to consider how it should develop further to meet the changing needs of the Welsh economy; both now and in the future.”*

Furthermore, the delivery priorities for 2016 to 2022 are

***Increasing the number of apprentices aged 16-19*** *– increasing the take-up of apprenticeships amongst 16-19 year olds and raising the number of school leavers going on to high quality apprenticeships;*

***Addressing skills shortages*** *– developing apprenticeships, particularly in growth sectors and emerging job categories, in line with priorities determined by Regional Skills Partnerships;*

***Developing higher level skills*** *- focusing on apprenticeships at level 4 and above, where returns tend to be higher and at the level most successful European countries deliver. Continuing to monitor the effectiveness and relevance of Foundation (level 2) Apprenticeships;*

***Developing skills pathways*** *– integrating apprenticeships into the wider education system.*

The Apprenticeship Skills Policy Plan also sets a five year plan of actions pertaining to apprenticeships delivery; which includes actions relating to encouraging the recruitment of apprenticeships by employers, and promoting apprenticeships to young people:

* Implement a new diagnostic and feedback system for apprenticeship levy paying employers;
* Consider the introduction of a Pre-apprenticeship trial to encourage young people to take up apprenticeships and support employers in providing apprenticeships for young people;
* Review the visibility of apprenticeship opportunities to ensure systems are presenting information on apprenticeships in the most accessible and user friendly way possible;
* Clearer pathways into apprenticeships for 16-19 year olds where opportunities and vacancies are openly promoted by employers to attract the best candidates;
* Increased awareness of apprenticeships by young people, parents and schools.

**Current Situation**

The Apprenticeships Programme in Wales is well respected by individuals, employers and stakeholder organisations, which is demonstrated by the number of apprentices recruited and the apprenticeship framework success rates. However, it is also recognised that the apprenticeship programme that the Welsh Government wants to achieve, is significantly different to the one we have currently. It is clear that the ambition for the apprenticeship programme of the future will feature a younger apprentice undertaking learning at a higher level.

Current contracting arrangements between Welsh Government and the provider network is beginning to have the desired effect in influencing behaviour towards the delivery of more apprenticeships that fall within the ‘*Welsh Ministers priorities’* set out above, especially with regards to sectors, level and age. However, if we are to achieve the Welsh Government’s ambition for its Apprenticeships Programme in Wales, there needs to be a more strategic move towards creating demand (from employers) and generating supply (from schools) so that the Apprenticeships Programme in Wales become an intrinsic part of the whole education and skills system which underpins the Welsh economy.

We know from a whole range of evidence that employers in Wales (in the public, private and third sectors) do not engage with the Apprenticeships Programme fully enough for there to be a ground swell of support for the programme, which would hugely increase the number of young people in school aspiring to undertake an apprenticeship. However, for the organisations in Wales that employ the most people, the introduction of the apprenticeship levy has changed that. Clearly, we need to capitalise on this increased awareness now.

The NTfW strongly feel that the vision set out by the Welsh Government for its Apprenticeships Programme is a valid one, but we also believe that there is much work to be done, in a relatively short space of time, if we are to collectively achieve a ‘world class apprenticeships programme.’

Although Wales has a very successful Apprenticeships Programme, of which we can all be very proud, the NTfW recognises that there is much more to be done if we are to improve the apprenticeship offer in Wales. At a time when there is a need to increase the take-up of apprenticeships amongst 16-19 year olds, and raise the number of school leavers going on to high quality apprenticeships, we also have the challenge of delivering ‘higher quality’ apprenticeships, aligned to national, regional and local needs, particularly at level 3 and above. All this at a time when employers in Wales are having to deal with the introduction of the apprenticeship levy, and who are trying to navigate what is sometimes seen as a complex system.

**Evidence**

With so much complexity facing individuals and organisations in accessing the Apprenticeships Programme in Wales, the NTfW sees that there is a need for a ‘Wales Apprenticeship Service’ which can act as a ‘one stop shop’ for all apprenticeships enquiries. With such a service in place, the achievement of Welsh Government’s ambition to “*deliver* *a minimum of 100,000 high quality all-age apprenticeships over the terms of the Assembly*” should become more achievable.

Based on an ever increasing body of evidence, it is clear that there are two fundamental issues affecting the Apprenticeships Programme in Wales:

* The lack of engagement with the Apprenticeship Programme by employer across Wales;
* The lack of take up of apprenticeships by young people, especially school leavers.

We know from the Employer Perspectives Survey in 2014, that only 13% of employers in Wales have or offer formal apprenticeships (of which only 9% actually have). Looking at this from the other perspective, 85% of employers in Wales do not offer any type of apprenticeship. However, the same survey indicated that 29% of all employers in Wales (in 2014) plan to offer formal apprenticeships in the future.

In terms of evidencing the lack of up-take in apprenticeships by school leavers, Careers Wales Pupil Destinations from Schools in 2016indicates:

* Of the 31,524 pupils who left Year 11 in 2016, 13,586 (43%) continued their education at school, 14,125 (45%) continued their education at a further education college, and only 401 (1.3%) entered work-based learning with employed status;
* Of the 12,744 pupils who left Year 13 in 2016, 7,946 (62%) progressed to higher education, 2,037 (16%) continued their education either at school or college, and only 202 (1.6%) entered work-based learning with employed status.

Introduced on 6 April 2017, the UK Government’s apprenticeship levy is clearly beginning to have an impact on raising the awareness of apprenticeships amongst those employers who are in scope for paying – which is exactly what the levy is intended to do. However, what is missing from this situation is an accessible, easy to navigate and robust mechanism for employers to be able to engage with the Apprenticeship Programme in Wales.

Indeed, through its recent Inquiry into the Apprenticeship Levy, the National Assembly’s Economy, Infrastructure and Skills Committee made the following recommendations to Welsh Government:

***Recommendation 1*** *The Minister must re-double the efforts of the Welsh Government to ensure that all Levy-paying employers in Wales have the information they need during the Levy’s introductory period;*

***Recommendation 9*** *The Committee recommends that the Welsh Government sets out how it intends to promote and improve the take-up of apprenticeships among employers in Wales, particularly among those sectors that have not traditionally had clear pathways to higher level apprenticeships;*

***Recommendation 11*** *The Committee recommends that the Minister explore options for working with businesses and employers to achieve apprenticeships with sectors that do not traditionally employ apprentices.*

**Purpose**

The purpose of the Apprenticeships Engagement Officers will be to work with the provider network, referral structures and employers to encourage the recruitment of young people into apprenticeships.

**Objectives**

Specifically, the Apprenticeships Engagement Officers will:

* Work with providers, referral agents and employers on the availability of advertised vacancies within the public domain;
* Facilitate an approach across the apprenticeship provider network around a regionally focused ‘Apprenticeship Guarantee’ for young people;
* Review and report on the number of advertised vacancies within the public domain.

**Expected Outcome**

The long-term outcome from deploying the Apprenticeships Engagement Officers will be an increase in the number of young people accessing the Apprenticeship Programme; which will go some way to the achievement of the Welsh Government’s commitment to ‘*deliver a minimum 100,000 high quality all-age apprenticeships over the term of this Assembly.*’

**Job Description**

**Job Title:** Apprenticeships Engagement Officer

**Reporting to:** Director of Operations

**Responsible for:** N/A

**Job location:** National Training Federation for Wales (NTfW), Ocean Park House, East Tyndall Street, CARDIFF CF24 5ET

**Hours:** 37.5 hours per week

**Salary:** £18,000.00 per annum

**Contract:** Fixed-term (until 31 July 2021)

**Purpose**

Work with the provider network, referral structures and employers to encourage the recruitment of young people into apprenticeships.

**Responsibilities – Employer Engagement**

**Employer referrals**

* Work with providers, referral agents and employers on the availability of vacancies within the public domain;
* Facilitate an approach across the apprenticeship provider network around a regionally focused ‘Apprenticeship Guarantee’;
* Review and report on the number of vacancies within the public domain.

**Monitoring Progress**

* Monitor provider responsiveness to employer demand, and provide challenge and support where necessary;
* Follow up with employers and providers at regular intervals, to ensure that progress is being maintained;
* Report on progress at regular intervals.

**Responsibilities – General**

* In conjunction with other NTfW staff, promote the equality and diversity and Welsh language agenda as it relates to apprenticeships provision;
* Promote the use of Welsh Government sponsored online tools (e.g. the Business Wales Skills Gateway, the Careers Wales Individual Skills Gateway, and the Apprenticeship Matching Service etc.) and various social media channels which promote apprenticeship opportunities;
* Provide accurate and up to-date knowledge and advice and guidance to interested stakeholders on all apprenticeship routes and pathways available;
* Deal with queries, both online and via the telephone, take messages and pass them on to the relevant member of staff in an appropriate and timely manner;
* Assist the Regional Apprenticeships Programme Development Managers in their work with schools to raise awareness of apprenticeship opportunities, including the delivery of presentations at INSET days, parent evenings and pupil assemblies.

**Communication**

* Work with the NTfW Communications and Marketing Manager and Director of Operations to develop strategies to engage with the media to increase the awareness of apprenticeships locally, regionally and nationally;
* Website maintenance on a weekly basis;
* Daily social media updates based on third party and self-generated content;
* Work impartially, with due consideration to representing the work-based learning sector as a whole;
* Maintain filing systems in line with organisational policies and procedures;
* To undertake other duties considered to be commensurate with the role as is required by the Director of Operations.

**Person Specification**

The table below outlines the knowledge, skills and behaviours required for the role and indicates where evidence of this should be presented i.e. the application (A) or at interview (I):

|  |  |  |  |
| --- | --- | --- | --- |
|  | **Essential** | **Desirable** | **Method of Assessment** |
| **Qualifications and Knowledge** |  |  |  |
| * Level 2 Maths (GCSE or equivalent) | **X** |  | **A** |
| * Level 2 English (GCSE or equivalent) | **X** |  | **A** |
| * IT literate equivalent to Level 2 (with a good working knowledge of MS Excel, Word and Outlook) | **X** |  | **A** |
| * Knowledge of the Apprenticeships Programme in Wales, both the existing and desired future states |  | **X** | **A / I** |
| **Work Related Experience** |  |  |  |
| * Evidence of working within a business to business customer service environment | **X** |  | **A / I** |
| * Evidence of analysing and evaluating complex information | **X** |  | **A / I** |
| * Evidence of assisting in the planning and execution of events |  | **X** | **A / I** |
| * Experience of using social media to promote the work of an organisation and/or cause | **X** |  | **A / I** |
| **Personal Skills** |  |  |  |
| * Excellent organisational skills | **X** |  | **A / I** |
| * Good administrative skills | **X** |  | **A / I** |
| * Good analytical skills with attention detail | **X** |  | **A / I** |
| * Able to work independently without supervision | **X** |  | **A / I** |
| * Able to prioritise work and meet deadlines | **X** |  | **A / I** |
| * Able to be impartial and respect confidentiality | **X** |  | **A / I** |
| **Interpersonal Skills** |  |  |  |
| * Good communication skills – verbal and written (inc. report writing) | **X** |  | **A / I** |
| * Able to communicate through the medium of Welsh |  | **X** | **A / I** |
| **Personal Attributes** |  |  |  |
| * Professional | **X** |  | **I** |
| * Diplomatic | **X** |  | **I** |
| * Reliable | **X** |  | **I** |
| * Adaptable | **X** |  | **I** |
| * Motivated | **X** |  | **I** |
| * Flexible | **X** |  | **I** |
| **Circumstances** |  |  |  |
| * Able to work flexibly, (including early mornings, evenings and weekends when required) | **X** |  | **I** |
| * Able to travel as necessary in order to meet the demands of the post | **X** |  | **I** |

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**Main Terms and Conditions**

**Pension:** NTfW Auto-enrolment scheme (as appropriate)

**Conditions of Service:** 37.5 hour week. 25 days annual leave plus statutory holidays

**Probationary Period:** 6 months

**Travel and expenses:** In line with HMRC guidelines

**Language:** The ability to speak Welsh is welcome, but is not considered to be a requirement for this post.

**Equal Opportunities:** We are an equal opportunities organisation. We do not discriminate against applicants on the grounds of age, race, religion, nationality, sexual orientation, gender, gender identity, disability, marriage and civil partnership or pregnancy. We celebrate diversity and difference. It is a requirement that the person appointed demonstrates these values in how they work.

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**The Recruitment Process**

**Principles**

The NTfW is committed to a policy of treating all its employees and job applicants equally and to recruit the best person for each vacancy. No employee or potential employee shall receive less favourable treatment or consideration during recruitment and selection on the ground of race, colour, religion or belief, nationality, ethnic origin, sexual orientation, gender, age, disability, marital status or part-time status or will be disadvantaged by any conditions of employment that cannot be justified as necessary on operational grounds.

**How to apply**

If you wish to apply for this position, please supply the following:

* A **covering letter** (maximum two sides A4) highlighting your suitability and setting out, with clear examples, how you meet the essential criteria **as highlighted in the person specification**. Please note that the covering letter is an important part of your application, it should be an evidence based document and is as much the means by which you will be assessed as your CV.
* A **comprehensive CV** setting out your career history, with responsibilities and achievements. Please provide details of your **current remuneration and two professional referees** together with a brief statement of the capacity and over what period of time they have known you. ***Referees will not be contacted without your prior consent.***
* The attached **Equality and Diversity Monitoring Form.** Details of why we request this information and how it is used can be found below. If you do not wish to provide any of the information requested, please tick the 'I prefer not to say' boxes.

Please **email all the above, as one file in .pdf format** to [recruitment@ntfw.org](mailto:recruitment@ntfw.org). When emailing, please enter your name and the title of the role you are applying for in the subject line of your email.

You are welcome to submit your application in either Welsh or English. Applications submitted in Welsh will not be treated less favourably than an application submitted in English. Applications completed in Welsh will be sent to an external translation service to be translated into English for any non-Welsh speaking panel members. **Please indicate in your application your preferred language for panel assessment and for correspondence**.

The closing date for applications is:**Friday 16 February 2018 at 5:00pm.**

If you prefer not to apply via email, please post your application to:

**Jeff Protheroe, Director of Operations, National Training Federation for Wales (NTfW), Ocean Park House, East Tyndall Street, CARDIFF, CF24 5ET**

**Indicative timetable**

Please note that these dates are only indicative at this stage and could be subject to change.

Please inform us in your covering letter if you are unable to meet these timeframes.

|  |  |
| --- | --- |
| **Stage** | **Timescale** |
| Advertisement closing date | Friday 16 February 2018 at 5:00pm |
| Shortlisting | w/c 26February 2018 |
| Panel interview | w/c 19 March 2018 |

**Further information**

If you have any questions about this position or would like an informal, confidential discussion please contact Jeff Protheroe, Director of Operations for the NTfW, on 07425 621711 or email [jeff.protheroe@ntfw.org](mailto:jeff.protheroe@ntfw.org)

**Data Protection**

Information you provide through your application will only be used by the NTfW for recruitment purposes, and will be retained for one year after the completion of the recruitment process. Information provided by successful candidates will remain on their personnel file. All personal data will be treated in accordance with the Data Protection Act 1998. If you have any questions about how your information will be used please email [info@ntfw.org](mailto:info@ntfw.org)

**Equality and Diversity Monitoring Form**

**(to be emailed with your application)**

The National Training Federation for Wales (NTfW) wants to meet the aims and commitments set out in its equality policy. This includes not discriminating under the Equality Act 2010, and building an accurate picture of the make-up of the workforce in encouraging equality and diversity. The NTfW needs your help and co-operation to enable it to do this, but filling in this form is voluntary.

The information you provide will be handled in the strictest confidence and held in accordance with the requirements of the Data Protection Act 1998 and will only be used for the purposes of statistical monitoring.

**Gender:**

Man Woman Non-binary I prefer not to say

If you prefer to use your own term, please specify here -

Are you married or in a civil partnership? Yes No I prefer not to say

**Age:**

16-24  25-29 30-34 35-39 40-44 45-49

50-54 55-59 60-64 65+ I prefer not to say

**What is your ethnicity?**

Ethnic origin is not about nationality, place of birth or citizenship. It is about the group to which you perceive you belong. Please tick the appropriate box

***White***

English Welsh Scottish Northern Irish Irish

British Gypsy or Irish Traveler I prefer not to say

Any other white background, please specify here -:

***Mixed/multiple ethnic groups***

White and Black Caribbean White and Black African White and Asian I prefer not to say

Any other mixed background, please specify here -

***Asian/Asian British***

Indian Pakistani Bangladeshi Chinese I prefer not to say

Any other Asian background, please specify here -

***Black/ African/ Caribbean/ Black British***

African Caribbean I prefer not to say

Any other Black/African/Caribbean background, please specify here -

***Other ethnic group***

Arab I prefer not to say

Any other ethnic group, please specify here –

**Do you consider yourself to have a disability or health condition?**

Yes No I prefer not to say

What is the effect or impact of your disability or health condition on your ability to give your best at work?

Please specify here -:

**What is your sexual orientation?**

Heterosexual Gay Woman/Lesbian Gay Bisexual

I prefer not to say

If you prefer to use your own term, please specify here -

**What is your religion or belief?**





No religion or belief Buddhist Christian Hindu Jewish

Muslim Sikh I prefer not to say

If other religion or belief, please specify here -

**What is your current working pattern?**

Full-time Part-time I prefer not to say

**What is your flexible working arrangement?**

None Flexi-time Staggered hours Term-time hours Annualised hours

Job-share Flexible shifts Compressed hours Homeworking I prefer not to say

If other, please specify here -:

**Do you have caring responsibilities? If yes, please tick all that apply**

None

Primary carer of child/children (under 18)

Primary carer of disabled child/children

Primary carer of disabled adult (18 and Over)

Primary carer of older person

Secondary carer (another person carries out the main caring role)

I prefer not to say