

Career Builder - Job Specification including role and accountabilities 2021 / 2022 (Candidate Engagement Officer/Executive)

Introduction

The TDM career builders are driven about starting and developing tech and digital careers for people in the region.

They genuinely care about candidates and learners' career success through their years in learning with TDM, as the training provider.

TDM strive to achieve our mission of “doing well by doing good”, helping employers and learners with genuinely work based learning, underpinned by academic rigour.

We seek to be the coaching partner of employers and learners, either employed or unemployed, who want to create an impact in the workplace via the improvement of tech and digital skills. To that end, TDM must secure the commitment from employers to recruit a new employee or to place an existing employee onto a TDM programme and therefore, also be able to effectively source and assess said learners.

Skills development is key as TDM is fully committed to the importance of continued, lifelong learning, key to the workplace skills needed now and in the future. As such, the progression of learners onto further programmes as part of a development route is key. Social mobility is also key as we seek to increase the participation of underrepresented demographics.

The TDM Career Builder main aims are to:

- Attract candidates to the many opportunities we have on offer for them and evaluate their suitability for our
- programmes.
- Drive the conversion of prospective learners onto programmes.
- Support the career development of learners through progression.
- Offer high quality Information Advice and Guidance (IAG).
- Form and harness key relationships in the region with organisations that can contribute to the referral of
- candidates to our programmes and the opportunities we have for them.
- Work collaborative with the wider team to support candidates and learners in their career steps through
- TDM.
- Ensure quality and accuracy in the completion of required documentation, processes and systems.

In conjunction with funding and general business requirements, this role will also need to support the business' reporting, for example, the destination data of learners once they have completed their Apprenticeship, Bootcamp or Qualification Programmes.



Crucial to this role is the understanding of the many options available in the Further Education, Higher Education and employment sectors, all vying for the attention of candidates. Candidates require regular communication and motivation, and processing procedures have to take place on a regular and rapid basis to ensure high quality candidates are placed quickly in the correct programme for them, supporting both the candidates and employers at all times.

Main accountabilities of the role

- Sourcing Applicants and Engagement with Communities and via Outreach
 - Source and manage pipeline of high quality applicants and candidates for apprenticeships and training & coaching programmes;
 - Via roles posted on job platforms via TDM's CRM
 - Via roles promoted by referral agencies (see below) and in conjunction with marketing team's networks
 - Support development of marketing campaigns
 - Via potential applicants and interest captured from e.g. school events
 - From further events such as coding events, gaming events, libraries, arts events etc.
 - Develop and manage relationships with referral organisations within a region to secure a wide pipeline of high quality applicants for apprenticeship opportunities, gain further promotion of apprenticeship and training programme opportunities, engage in events and also refer rejected applicants to if appropriate;
 - These organisations will be e.g. Careers Hubs, Schools, Colleges, Universities and other training providers (e.g. those delivering traineeships and kickstart programmes)
 - Roles of people in this wider network will include Careers Advisors, heads of sixth form, student advisors and relevant managers / counterparts at training providers
 - Outreach events at referral agencies incl. assemblies, careers events, job fairs, employability fairs in conjunction with Marketing (Marketing will own substantial events with a major TDM presence and the requirements for stands / stalls etc.)
 - Community engagement - implementing strategies to engage with key, underrepresented demographics onto Tech and Digital Training programmes in conjunction with the wider team, i.e.;
 - 16-18 year olds
 - BAME learners
 - Women learners
- Filtering and assessing applicants
 - Support Marketing and Engagement Administrator with Initial filtering and more advanced eligibility checks
 - Continuously compile eligibility information and knowledge capture
 - Review collated information on attendees ahead of applicant days
 - Support rejection / referral decisions



- Support with Applicant Filtering and Progression as required, e.g. during annual leave periods
- Applicant Day Delivery and initial assessment of applicants
 - Deliver Applicant Day to attendees
 - More than once a week when required
 - Engage with applicants to ensure they “*Get It*”, “*Want It*” and have the *Capacity* for an Apprenticeship programme, a Bootcamp or a AEB qualification.
 - E.g. fully understand the commitment involved due to access of public funding, the seriousness of dropping out of a programme early (potentially unable to complete the qualification or any further apprenticeship), the andragogical approach they will need to develop in line with flipped classroom delivery on the programme etc.
 - Collate all assessment considerations (assessment scores, interview performance, soft skills demonstration) and accept applicants into candidate pool or filter out rejected applicants and refer to more appropriate programmes and deliver high quality Information, Advice and Guidance (IAG)
 - Deliver assessments to reskiler candidates (i.e. already employed in the role where they will be engaged with a programme).

Converting Candidates onto Apprenticeship programmes utilising the Apprenticeship Seeker Programme Workshops, engaging with “Match and Fill” process to fill L&D Rep secured vacancies with employers and Speccing Out process.

- Apprenticeship Seeker Programme
 - Engage and develop candidates using the Apprenticeship Seeker Programme Workshops to coach them towards maximising their employability skills to convert them to apprentices with TDM as the training provider
 - Ensure CVs are tailored and are of the highest quality
 - Make sure interview techniques are up to date
 - Guide candidates on the creation of e-portfolios to support their starting an apprenticeship programme, potentially in conjunction with other funded programmes available (such as Bootcamps)
 - Support the creation of candidate profiles using the CRM, profile pictures and short videos
 - Support candidates securing their own opportunities with employers that can be transferred to Learning and Development Representatives to complete the process
 - Maintain engagement and commitment of candidates throughout this process - that TDM is investing unfunded time in their development and TDM is the highest quality provider of tech and digital coaching programmes (see our Ofsted quality of Education rating of Outstanding)
 - Book regular and engage with regular check-ins with candidates to maintain their engagement and monitor their progress



- Support Marketing with the development of collateral to support this
- Cleanse “Candidate Pool” of non-engaged candidates on regular basis

- **Match and Fill Process**
 - Regularly liaise with Learning and Development Representatives to supply high quality candidates for secured vacancies with employers
 - Review live employer vacancies and be proactive in working toward filling upcoming vacancies
 - Redrafting job specifications received from employers that cover the programme competencies and are attractive to applicants
 - Keep all relevant colleagues up to date on the status of employer vacancies

- **Speccking out Process**
 - Regularly provide thorough candidate profile information to Marketers and Learning and Development Representatives (or TDM coaches) to “spec out” to employers via Marketing campaigns and prospecting
 - Ensure that Marketers and Learning and Development Reps factor in time to regularly Spec Out candidates to employers in the region.
 - Actively support candidates to put their application forward to new employers in their areas (speccking out).

- **Learner engagement, securing progression, Apprentice Ambassadors and Destination Data**
 - Maintain a relationship with learners with regular check-ins on the duration of the programme with a view to securing appropriate progressions onto higher level programmes;
 - Week 1 and 4 checks (welfare and bookings checks)
 - Quarterly check ins beyond this in conjunction with Learning and Development Reps as account Mgmt. process
 - Agree on relevant IAG with emphasis on progression information if relevant
 - Liaise with delivery team and access coaching reports to stay up to date with learner progress
 - Make direct approach on progression at appropriate points of the learner journey
 - In conjunction with Marketing, support the Engagement of current learners and alumni as an Apprenticeship Ambassador network
 - With support from Marketing and Engagement Administrator, collect destination data at the 6 month and yearly marks, liaising with Learning and Development Reps with any further business opportunities

- **Other accountabilities**
 - Reporting as required



- Deliver and collate candidate satisfaction surveys
- Ensure that team CRM is up to date with accurate, live data on applicant / candidate / learner progress
- Working with relevant Managers, update CRM processes and systems when required (workflow content, tags, new fields etc.)
 - Ensure that IAG and messaging across Learner Journey is high quality and up to date, including Collateral (in conjunction with Marketing)
 - Take over Marketing and Engagement Administrator accountabilities e.g. during times of annual leave
 - Support Marketing by flagging up good learner stories for collateral
 - Any other tasks as to be reasonably required by the role

Lead Career Builder accountabilities

A staff member in the Lead Career Builder role will take on these additional accountabilities:

- Will lead on Operational development and refinement of processes and systems to manage these procedures
 - enrola CRM development
 - Development of the VLE for Applicant Day and the Apprenticeship Seeker Programme Workshops
 - Continual Quality Improvement in relation to processes and procedures e.g. Initial Assessments and the capture of information on a candidate's soft skills
 - Develop reporting systems
- Develop strategies for engagement with Referral Agencies and Communities
- Lead on development of IAG and collateral content
- Be a Subject Matter Expert on areas such as eligibility
- From a Career Builder perspective, be the main contact, owner and lead in implementing new programmes or funding initiatives

Key Performance Indicators

Career Builders work in conjunction with x2 Learning and Development Representatives as a regional team

- Provide 3+ high quality Apprentice Candidates per vacancy
- 7+ Attendees at Applicant Day per week per regional team
- 70% Applicant Day attendees converting to prospective apprentice learners
- 1 x community engagement sessions, e.g speaking to careers advisors at schools, vacancy bulletins to school, Worcestershire apprenticeship engagement, referral partner engagement, careers events etc.
- Weekly Delivery of Apprenticeship seeker workshops (Responsive to driven demand)



- Weekly touchpoint with candidate pool
- Weekly candidate pool support actions.
- X10 recruit candidates placed per month.
- Stakeholders engaged across TDM's market geographies (Worcestershire, Herefordshire, Shropshire, Warwickshire, Gloucestershire and the West Midlands)
- Supporting Candidates to approach minimum x3 high quality employment conversation opportunities
- For 90%+ of Apprentices to remain on programme after onboarding
- Growth on engagement of BAME, women and 16-18 learners
- Achieve targets of learners on any other programmes TDM may run

The right person in the right seat

As a company with strong growth targets and aims to deliver good for the region, TDM wishes to engage people with the requisite skills, knowledge and behaviours, aligned to the company's values and goals (the right person) and employ them in roles where they can achieve targets and "Do Well by Doing Good" (the right seat).

Employees must demonstrate the company values of being:

- Being Driven - to succeed and help others
- Being Accountable - to take ownership of our roles and do what is required from us
- Being Productive - putting in an honest and thoughtful day's work, working towards beneficial outcomes for the business, for an honest and appreciated day's wage
- Being Considerate - to put other people's interests ahead of our own and do whatever is most needed whenever it is needed most
- Being Vulnerable - saying it as it is and recognising and taking it on the chin when we get it wrong

They must also:

- Get It (understand their role, the business, its aims and what they can / should do to achieve this)
- Want It (have a desire to do good in the role)
- and have the Capacity for the role (the time and the ability to achieve what is required by the role)

Knowledge, skills and behaviours required for the role

- The care and dedication to support learner to start / develop their careers in Tech and Digital (and other sectors TDM may get involved with in the future)
- A focus on the commercial outcomes of the role's activities - i.e. leading to learners beginning and staying on their programmes
 - An ability to reach and exceed targets whilst maintaining this high level of rigour and robust qualification.



- An exceptional thoroughness and attention to detail carrying out procedures and paperwork
- The flexibility, resilience and drive to stay up to date with continual developments in processes and documentation, usually as a result of evolving industry priorities but will also include the delivery of new and updated products.
- The dedication to widen participation in Tech and Digital programmes for underrepresented demographics.
- A keen understanding on the need to engage only high-quality Candidates, learners and employers to ensure successful completion of coaching programmes.
- The flexibility to work early mornings and evenings if necessary (e.g. events and networking)
- Maintain regular contact and communication with colleagues across the business and management following reporting lines in company accountability chart and utilising tools such as .Reports required for management.

People requirements

Essential

- Significant careers development / employability skills
- Exceptional attention to detail, accuracy and administration skills
- Strong Training and coaching skills
- Experience with standard word processing, spreadsheet, email and related software packages
- Some understanding of the wider Tech and Digital world
- Full, clean driving licence
- Educated to Level 6 or with significant related work experience
- Highly literate and excellent writing skills

Desirable

- Experience in the Further and Higher Education sectors, including Apprenticeships
- Experience in the Tech and Digital Industry itself
- Experience in the recruitment sector
- Experience with CRM systems

Remuneration and working pattern

Salary

Depending on qualifications and experience in the sector

- Starting Career Builder salary £24kpa - £27kpa
- Lead Career Builder salary - £28kpa - £32kpa



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Other

- Pension package and 24 days holidays + 8 bank holidays
- 37.5 hour week - core hours are 9am to 5pm
- Hybrid working, primarily from home but from office as required. Attendance to events needed from time to time.
- CPD and progression opportunities as TDM grows.

About TDM

TDM believes strongly in the value of work-based learning and coaching.

We seek to do good for the West Midlands and its inhabitants by assisting regional and national economic development, closing the skills and productivity gap and aiding social mobility.

We currently focus on Tech and Digital skills development priorities, identified by local authorities in the West Midlands region, by enabling the responsible and ethical usage of UK Government funding via the national apprenticeship levy and other funding streams to coach and train new or existing employees, in local organisations, on Tech and Digital Programmes including Apprenticeships and Bootcamps.

We are Doing Well by Doing Good and delivering Tech & Digital Work-Based Learning, underpinned by academic rigour. We believe that people can only do well for themselves if they focus on doing good for others.

To achieve our mission, we partner with employers and individual learners, either already employed or unemployed and new to their organisation, who want to benefit from these coaching and training programmes and create an impact in their places of work, at the same time as advancing their Careers.

Safeguarding Commitment: TDM are committed to safeguard and promote the welfare of all children, young people and adults at risk. Safeguarding is everybody's responsibility, and we have an essential role to play in making our learning community safe and secure.

We are an Equal Opportunities Employer: TDM are committed to equality and diversity and our recruitment policy follows the employment statutory code of practice



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