



Development Coach in Creative & Digital Media & Digital Marketer Apprenticeships

Full-time & part-time hours available

PAYE (although freelancers would be considered)

12-month contract which will be extended into permanent contract upon satisfactory progress reviews at 6 months and 12 months.

Up to 35k per annum dependent on experience and qualifications

Potential Start Date: February 2021

Closing Date for Applications: Friday 8th January 2021 12.00pm

Shortlisting and notification w/b 11th January

Interviews w/b 18th January

Do you want to help the next generation of Creative & Digital Media & Digital Marketing apprentices get their foot in the door? Can you use your industry experience from working in these fields to help young people learn those skills? Can you devise, deliver and assess training that will enable new talent to develop the knowledge and skills need so they can compete to get work in the industry?

Our apprenticeship scheme is expanding and we are looking for new people to work for us as a **Development Coach**.

We are looking to appoint a motivated and vocationally experienced Development Coach who is able to deliver and support Creative & Digital Media & Digital Marketing apprenticeships, and who understands the critical role of training & assessment in helping young people learn **in the work place**.

We need Development Coaches with a background in one or more of these professionals:

- **Web / App development**
- **Design, 2D, 3D, Animation**
- **Film, TV, Broadcasting**
- **Marketing, PR, Advertising**

Creative Alliance is a work-based learning provider delivering apprenticeships for employers in the creative, digital media, communications, advertising, marketing and PR sectors, working with some of the leading employers in these fields.

We are looking for Development Coaches able to work in a variety of areas. You must have Trainer / Assessor qualifications, be working towards them or prepared to achieve them within six months of starting.

Although we are a work based learning provider and will be resuming some work based visits in 2021 the majority of the role will be delivered on-line and from our centre in Birmingham. Your location is not a problem. We have Development Coaches who work very effectively with us who live in Middlesborough, Mid-Wales and Portsmouth!

Job Description

Purpose of this Role

The role of an apprentice Development Coach is to enable young adults to develop and demonstrate that they have the necessary knowledge, skills and understanding to pass their apprenticeship and enter into sustainable employment. The Development Coach will provide training & assessment services to young people following a range of the following apprenticeships: the exact mix will depend upon your industry experience.

- Broadcast Production Assistant
- Digital Content Producer
- Digital Marketer
- Events Assistant
- Marketing Executive
- Software Developer

You will be undertaking training & assessment (and associated support) through a blend of both work-place visits, seminars, on-line tutorials and through the use of our e-portfolio system OneFile.

Key duties and responsibilities

Duties and responsibilities include, but are not limited to:

- To train, coach, mentor and assess young adults towards the achievement of a work based vocational Apprenticeship.
- Planning, training, mentoring and assessing learners, principally using OneFile, and as and when required at employer's premises, as the apprentice works towards achieving their Apprenticeship standard.
- Devising training programmes and the associated session plans, teaching and learning resources and assessment activities.
- Delivering those training plans both on-line and in the training room in a way that engages and motivates learners and enables them to make progress.
- Managing own caseload and own diary and conduct Initial Assessments, develop Individual Learner Plans, regular Reviews and Gateway and Progression Reports in a timely manner.
- To retain learners engaged on the programme and manage their learning and achievement in line with targets and objectives set in the individual learning plan.
- To complete internal and external quality assurance activities.
- Arrange regular meetings with apprentices and employers to plan training, deliver learning, undertake assessment tasks, observe the apprentice undertaking certain duties and provide feedback on evidence submitted.
- Produce assignments and projects, with the employer, that stretches and challenges the knowledge and skills of the apprentice, provide feedback to further stretch and challenge their learning.
- Support the apprentice in producing a portfolio and accompanying evidence of the highest standard of which they are capable.
- Prepare the apprentice to successfully pass End Point Assessment.
- Understand fully the relevant standards so you can advise the employer and apprentice about how the job description and work programme they are working to maps across to the standard.
- Ensure the apprentice fully understands and implements the Off The Job Training journal and produces regular entries that capture what they did, what they learned and how it applies to the Standard.

Role Requirements

- Meet with employers to establish an understanding of their business, their requirements from their apprentice and to ensure they understand their role and responsibilities.
- Undertake an employer induction/Initial meeting.
- Meet with an apprentice and assess their current learning needs and complete all the initial paperwork – this will include a combined Diagnostic Assessment and Individual Learning Plan which needs to be reviewed at all subsequent meetings

- Support the apprentice in creating and maintaining an e-portfolio on the systems we use.
- Visit the apprentice in their work place and undertake assessments with them and their employers about their progress against the units of learning.
- Provide specific advice and guidance to each learner and employer about how they can progress including recommendations about additional training that may need to be undertaken that is being provided by Creative Alliance, other employers or other providers.
- Set assignments based on the standard for the apprentice to generate evidence against. These assignments should link as closely as possible to the job description and work programme of the apprentice.
- Provide comprehensive accounts of observations, professional discussions and project reports to complement the evidence that the apprentice provides including detailed quarterly reviews on the OneFile system.

Skills and Experience Required

- A Degree, Higher education Qualification, or professional qualification.
- Professional competence in the area you are delivering teaching, learning and assessment in. This typically will have been gained through working in that industry for at least two years. E.g. commercial experience: earning a living as a designer in a commercial context
- Understanding of equality & diversity issues & how these impact on learning & assessment.
- Ability to identify & help learners overcome barriers to progress and achievement.
- Trainer / Assessor qualifications or demonstrate that are working towards these.
- Sufficiently technically competent and confident to train others in the use of software packages: please specify which software packages has competence in.
- Basic experience of HTML and word press and can help an apprentice understand how to apply their design skills in a digital context is welcome.
- Thorough understanding of working with clients: developing & responding to briefs; pitches, client management.
- Experience of training others on a 1:2:1 and small group basis.

Personal Qualities

- An effective communicator who is can collaborate with colleagues, employers and learners to achieve objectives & deal with people at all levels in a confident and professional manner.
- A commitment to delivering a high standard of work and continuous improvement.
- A 'can do' approach with an ability to be flexible
- Accuracy and attention to detail.
- Sensitivity in dealing with confidential information.
- Solution focused

Additional Responsibilities

If you don't yet have the 6502 Award in Education and Training (formerly PTLLS) & the Assessing Competence in The Workplace qualification (formerly A1/D32D33 qualifications), you will be expected to achieve that within the first six months of starting with us.

Accountability

You will report to our Quality Manager . Induction will be provided.

Safer Recruitment

We operate a Safer Recruitment Process. References requesting if your referee knows of any reason why you should not work with children and young adults will be requested. We will require a current enhanced DBS Certificate and will need to regularly update your Safeguarding and Prevent accreditation with us.

Applications process

To apply please send a CV & covering letter outlining your industry knowledge and skills, the organisations you have worked for as a professional practitioner and those you have worked with as a Trainer / Tutor / Assessor. Please email it to noel@creativealliance.org.uk by midday on Friday 8th January 2021.