Employability Practitioner

Occupational Profile
This occupation is found in small, medium or large organisations which sit within any of the public, private or charitable sectors. These organisations will deliver employability support through local and national contracts across different public services such as back to work programmes, careers advice and guidance, housing, probation, health, social care, apprenticeships and skills development.

The broad purpose of the occupation is to work with individuals (service users) who are distanced furthest from the labour market, helping them to address and overcome obstacles to securing suitable and sustainable employment. Employability Practitioners may specialise in working with a specific group of service users and will devise strategies to address and overcome the multiple and complex barriers to employment, and to improve their employability prospects, with the end goal being to find employment or to progress in work if they are already employed. This requires a broad appreciation of the types of public services, community offerings and funding streams available and an understanding of how these fit together so that they can put in place a bespoke plan of support that takes a holistic approach to the whole service user.

In their daily work, an employee in this occupation interacts with service users. This can include individuals who have or may have one or more of the following; mental health conditions, physical health conditions, disabilities, generational unemployment, social barriers e.g. lone parenting, addiction or substance misuse, low levels of education/attainment, language barriers i.e. English is not their first language, financial difficulties, ex-forces, ex-offenders, youth unemployment barriers etc. This list is not exhaustive. They will also interact with their colleagues, employers who are providing employment to service users, recruitment companies, public services, other community and support organisations that the service user is accessing and other key stakeholders. They will sit within a team of other Employability Practitioners who all report into a Team Manager and will usually work normal working hours however there may be times when they have to work evenings and weekends if any of their service users are employed and need to be contacted outside of these times.

An employee in this occupation will be responsible for supporting a caseload of the hardest to help individuals to change behaviours and develop knowledge and skills to improve their employability. All interactions and interventions that the employee has with service users will be recorded and regularly updated on the relevant in-house company computer systems. They will also be responsible for undertaking practitioner development and supporting colleagues through coaching and mentoring. The role will involve gathering data and information through research to make recommendations and inform service delivery through evidence-based improvements. They will also liaise with employers, advocating on a servicer user's behalf, to find the right opportunity, based on their wants, needs and aspirational employment/career goals. They will be responsible for developing relationships with external stakeholders and to identify business development opportunities for the benefit of the local community and generating referrals of service users. An Employability Practitioner can be based in an office where the service users travel to meet them or equally they can be field based and will meet with service users out in the community in agreed locations.

Key Duties
Work with Service Users
- Manage their caseload of challenging and complex cases. (K8, S9, S20, S22, B4, B5, B6, B7)
- Conduct holistic initial assessments, action plans, job search, job brokerage and other interventions with service users either face to face or remotely and record them. Evaluate the effectiveness of service user interventions and make improvements where relevant. (K1, K2, K3, K16, S1, S2, S3, S4, S6, S22, B1, B3, B4, B5, B7, B8, B9, B10)
- Provide information, advice and guidance on employability, careers and local labour market information to service users, employers and colleagues. (K13, S6, S16, S17, S18, S19, B3, B8, B9, B10, B11)
- Signpost services to relevant third-party provision, taking a multi-agency (e.g. mental health services, probation service, police, social care services, health care services, local authorities etc.) and integrated services approach. (K4, K11, S5, S6, S13, S14, S22, B3, B4, B5, B9, B10, B11)
- Use non-clinical behavioural change techniques with service users. (K9, K10, S6, S10, S22, S23, B2, B3, B5, B6, B7, B8)
- Coach and mentor both service users and colleagues to support their development. (K6, S6, S7, B2, B3, B5, B6, B7, B8)
- Provide appropriate in work support to the service user which can then support them to stay and progress in employment. (K7, S8, B4, B5, B6, B7, B8, B9)

Develop Services
- Identify internal and external networking opportunities for partnership building and establishing working relationships with key stakeholders. (K11, K13, S12, S13, S14, B3, B5, B10, B11)
- Manage challenging and complicated situations within own level of authority and make recommendations to enable and deliver change to improve service delivery. (K10, S6, S8, S11, B1, B2, B3, B5, B6, B9, B10)
- Participate in practice development sessions, self-reflection, caseload reviews and observations to support own and others' development via peer to peer support. (K12, K18, S6, S15, S23, B2, B3, B4, B6, B7, B8, B10)
- Proactively gather service user feedback, critically analyse it, evaluate the meaning / implications and act upon it. Make recommendations to inform service delivery. (K5, K16, S6, S17, S19, S21, B4, B5, B9, B10)

Meet Quality & Compliance Standards
- Be responsible for and maintain own continuing professional and personal development, particularly within own specialism. (K12, K18, S15, S23, B2, B3, B4, B6, B7, B8, B10)
- Adhere to and apply safeguarding policies, procedures and best practice. (K17, S8, S22, B1, B3, B6, B7, B8, B9)
- Understand the employability industry including professional standards, welfare benefits, funding systems and key stakeholders. (K4, K11, K13, S12, S13, S14, B3, B11)
- Adhere to, and support others to adhere to, relevant legislation and company vision, mission, values, policies and procedures. (K14, K17, K19, S19, S22, B3)
- Promote equality of opportunity, embrace diversity and inclusion. (K19, S6, S19, B3, B5, B6, B7, B8)
- Meet minimum service levels and adhere to contractual requirements and support others to do so as well. (K15, S20, B1, B4, B6, B8, B9, B10, B11)

Typical job titles could include but are not limited to: Employment Advisors/Coaches/Consultants, Employability Tutors, Job Coaches, Careers Advisors, IAG Advisors, Student Support Workers, Housing Officers, Case Workers, Case Managers, Community Support Advisors, Training Advisors, Career or Employment Coordinators, Personal Advisors, Advanced, Lead or Senior Employment Advisors/Coaches/Consultants, Senior or Lead Job Coaches/Careers Advisors, Lead IAG Advisors, Senior Student Support Workers, Advanced Practitioners and Key Workers.

Entry Requirements
Whilst any entry requirements will be a matter for individual employers, typically an apprentice might be expected to have already achieved English, Maths and ICT Level 2 on entry.

Requirements: Knowledge, Skills and Behaviours (KSBs)

Working with Service Users			
Knowledge		**Skills**	
K1 Holistic Assessments & Diagnostics	How to use a wide range of holistic assessments and diagnostics that take into consideration the whole person, not just employability related factors. For example, physical health, mental well-being and external factors such as housing, financial situations, family etc.	S1 Holistic Assessments & Diagnostics	Use holistic assessment and diagnostic skills to identify servicer user employability, career goals and aspirations and health and well-being barriers. Assess service users' strengths and obstacles to building healthier lives through returning to work.
		S2 Interviewing & Effective Questioning	Apply effective interviewing and questioning techniques to identify servicer user employability, career goals and aspirations and potential barriers to these.
K2 Holistic Action Plans & Reviews	How to develop and use SMART, holistic and in-depth work-focused action plans that are user-led and agreed with representatives from other agencies. How to conduct regular reviews.	S3 Attention to detail & Record Keeping	Accurately record all service user interactions. Conduct routine compliance checks of service user records, identifying areas for improvement and making recommendations.

K3 Job Search, Job Brokering & Other Interventions	How to deliver a wide range of interventions (either face-to-face or remotely) that are specifically tailored to meet the needs of individual service users. Not just employability related interventions but those that impact on health and well-being etc. Different methods of evaluating interventions for continuous improvement.	S4 Design, Deliver & Facilitate Interventions	Utilise evidence-based solutions to design and deliver employability, health and wellbeing related programmes, services and interventions to service users either on a one-to-one basis (either face-to-face or remotely) or in group settings.
K4 Integrated Services	Multi-agency (e.g. mental health services, probation services, police, social care services, health care services, local authorities etc.) approaches to service delivery where local third-party provision is integrated with other services and knowledge of outreach, mobile and flexible working practices. Facilitate "service user focused" meetings with external multi-agency caseworkers, utilising all available sources of support to help assist service users move into work, ensuring synergy and non-duplication of other agency work.	S5 Mobile & Flexible Working	Work flexibly across different locations, undertaking outreach work to make services accessible for service users, co-locating with other community services and other forms of mobile working.
K5 Customer Service	How to deal with complaints. Different methods of gathering service user feedback, approaches to evaluate it, critically analyse it and use it for service delivery improvements.	S6 Communication	Communicate to a high standard, both verbally and written, using a wide variety of different methods and adapting for different audiences, evaluating the effectiveness for continuous improvement.
K6 Coaching & Mentoring	A wide range of coaching and mentoring techniques for use with service users and colleagues. The differences between coaching and mentoring and knowing when to coach and when to mentor. Methods of reviewing and improving coaching and mentoring practice.	S7 Coaching & Mentoring	Coach and mentor service users and colleagues and actively improve coaching and mentoring skills for themselves and others.
K7 Supported Employment	In work support, supported employment models, individual placement and support models. Other models that support those with complex needs to stay in work. How to manage the employer relationship to provide supported employment.	S8 Problem Solving & Risk/Crisis Management	Uses advanced problem solving, and negotiation skills to establish win-win situations with service users where possible. Identifying when they might potentially fall out of work and rapidly respond to minimise the risk. Address safeguarding concerns maturely, dealing with service users when they present in crisis, minimising risks/crises in the future through pastoral support and effective risk assessment.
K8 Challenging & Complex Caseloads	How to manage caseloads effectively. Knowledge of caseload management techniques and time management techniques. Obstacles and factors that affect caseload management and how to	S9 Managing Complex Caseloads	Application of specialist knowledge to deal with particular complex and challenging cases.

	deal with complex and challenging cases.		
K9 Non-Clinical Behavioural Change	Different types of non-clinical behavioural change techniques.	S10 Behaviour Management	Anticipate and de-escalate challenging behaviour in service users, managing challenging behaviour as it presents itself using relevant non-clinical behaviour change tools and techniques.
K10 Challenging Situations	A wide range of managing challenging behaviour techniques, change management techniques, when to use them and company referral/escalation processes.	S11 Change Management	Manage change effectively with the on-boarding/off-boarding of contracts and services.

Service Development			
Knowledge		**Skills**	
K11 Employability Industry	Funding systems, welfare benefits and professional boundaries. The different types of public services, community offerings and funding streams available and an understanding of how these fit together so that they can put in place a bespoke plan of support that takes a holistic approach to the whole service user.	S12 Business Development	Identify, seek out and establish business development and commercial opportunities for the organisation including new referral streams.
		S13 Networking	Network with internal and external customers and key stakeholders to build relationships and identify business opportunities.
		S14 Stakeholder Engagement & Management	Build and maintain strong working relationships with key stakeholders to support service delivery by taking a multi-agency and integrated services approach.
K12 Practice Development	Participate in practice development sessions, caseload reviews and observations to support the development of themselves and others.	S15 Giving Feedback	Give constructive and timely feedback to service users and colleagues.
K13 Careers, Employability & Labour Market Information	Career choice theories and concepts, how to use these to provide advice and guidance, an understanding of employers and how to work with them, advocating on the behalf of individual service users to broker suitable employment based on their individual circumstances and considering any reasonable adjustments that might need to be made, how to analyse and interpret labour market information for service delivery improvement.	S16 Evaluation & Critical Analysis	Evaluates and analyses programmes, services and interventions, using data to make recommendations for improvements and to inform service delivery.
		S17 Research Skills	Gather labour market, employability and careers information, analyse it, spot trends and patterns, draw conclusions to inform information, advice and guidance given to service users and employers. Research skills are used to further specialism knowledge and experience, as well as to support service design and delivery.
		S18 Deliver Information, Advice & Guidance	Apply employability, careers and labour market knowledge to deliver high quality information, advice and guidance that is tailored to the needs of the service users and key stakeholders.
K14 Legislation & Company Vision, Mission, Values,	Knows what their company's vision, missions and values and understands relevant industry legislation.	S19 Service Delivery	Adheres to company vision, mission and values, embedding them in all service delivery.

Quality & Compliance			
Knowledge		**Skills**	
K15 Minimum Service Levels & Contractual Requirements	Current contractual requirements and minimum service levels, how to meet them, how to highlight and address issues with service level requirements.	S20 Performance Management	Independently manage own performance to meet and exceed minimum service levels, contractual requirements and service level agreements.
K16 IT Systems & Record Keeping	How to use IT Systems for management of information to inform service delivery and how to conduct routine compliance checks of records.	S21 ICT & Digital Skills	ICT skills are used for record keeping and digital skills are used to support service users with finding employment through social media and the internet.
K17 Safeguarding	The context for legal and policy frameworks, family and environmental context and how to deal with safeguarding concerns and knowing when to escalate. Knows and understands the government's Prevent strategy.	S22 Assertiveness	Assertively directs and challenges service users to reach their potential. Will also be used when dealing with key stakeholders.
K18 Continuing Professional Development (CPD)	The importance of effective management of own and others' CPD.	S23 Manage CPD	Manage your own and support the professional development of others. Promote best practice through learning opportunities as they arise.
K19 Equality, Diversity & Inclusion	Equality, diversity and inclusion, what they are, how to embed them within daily practice.		

Behaviours - What is required for occupational competence?

- **B1 Pro-Active & Efficient** - Gets own job done and where relevant gets tasks done through others, always achieving high standard results, taking a pro-active approach to all work areas.
- **B2 Positive** - Has a 'can do' attitude, is enthusiastic and can inspire service users and colleagues.
- **B3 Professional** - Demonstrates integrity and a genuine commitment to the personal, health & well-being and occupational success of individual service users by meeting industry standards.
- **B4 Target Driven** - Ambitious and determined to succeed, finding better ways of achieving business objectives even in the light of sustained pressure.
- **B5 Flexible & Adaptable -** Adapting to changing circumstances and implementing change effectively.
- **B6 Resilient -** Has the capacity to respond to and recover from difficulties.
- **B7 Emotional Intelligence** - Recognises, understands and manages own emotions and recognises, understands and be proactive in influencing the emotions of others. Can handle interpersonal relationships establishing trust and rapport effectively.
- **B8 Supportive** - Provide encouragement and emotional help and support appropriately and where needed to service users and colleagues.
- **B9 Analytical** - Seeks and interprets information from a variety of sources, comparing and contrasting to identify key issues and make sound decisions.
- **B10 Innovative & Creative** - Quickly appreciates diverse and complex information, using it to challenge current methods and generate innovative ideas and solutions to improve business performance and act upon potential business opportunities.
- **B11 Commercially Aware -** Understands the business, its strategy, goals and priorities as well as the business environment.

Duration

Typically, 24 months.

Qualifications

Apprentices without level 2 English and maths will need to achieve this level prior to taking the end-point assessment.

Link to Professional Registration

The Institute of Employability Professionals (IEP) establishes and monitors the competencies required to work within a fast paced and constantly evolving sector. Learners completing the Employability Practitioner Standard would be entitled to join the IEP at Associate Level and will be encouraged and supported to apply for Member Level and then Fellowship (FIEP) once they have demonstrated the required impact and influence within the sector, as per the current IEP requirements for Fellowship applications.

Level

4

Review Date

After 3 years.