



Field Development Manager – Yorkshire (part time or full time – page 9)

Candidate brief

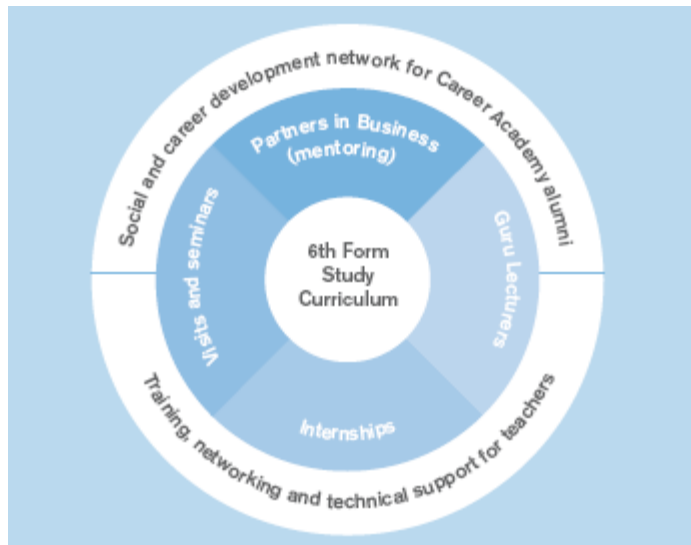
March 2010

## BACKGROUND

Career Academies UK has been building bridges between the classroom and the boardroom since 2002. Our Career Academy model is revolutionising partnerships between employers and teachers, transforming lives along the way. We recognise the potential in students from all backgrounds, and help them to take their first steps into the world of work. A registered charity with a formidable Board of senior business leaders, our organisation is funded by a combination of membership fees from schools and colleges, charitable donations from corporate supporters and grants from local government and charitable foundations. Affiliated schools and colleges fund their Career Academy programmes in the same way as any other accredited programme of study.

Career Academies UK currently works with over 120 schools and further education colleges. Many schools and colleges now run more than one Career Academy, meeting the needs of students on different courses with differing career aspirations.

To date, the Career Academy movement in the UK has produced nearly 1,400 graduates. Another 1,800 students are currently on the programme. Judging by their GCSE grades on entering the programme, 40% of these were expected to go on to higher education. In fact, over 90% progressed to university or employment related training; often the first in their family to access higher education.



The programme model ensures that there is a consistent approach to Career Academies across the UK. However, the model is flexible enough to enable schools and colleges to respond to the particular needs of their local community.

Career Academy students follow a rigorous two-year programme equivalent to three A-levels, the Advanced Diploma or a combination of other national qualifications, enabling students to progress to higher education. Within this framework, the exact content of the programme is decided locally, in consultation with Career Academies UK. This may include vocational qualifications such as BTEC, Applied A-levels or Higher National Diplomas, depending on local need. An additional 'employability' component also forms part of the student's programme of study.

Themes currently include Finance, IT, Marketing, Communications, Media and Engineering. We will consider other themes, as suggested by schools and colleges, but all must relate what is being learned to how it might be applied in the business world.

Getting a Career Academy up and running isn't easy. It demands exceptional commitment from everyone involved and is likely to require allocation of extra human (eg the Career Academy team) and financial resources from a school or college intent on setting one up.

Critical to making a Career Academy work is the formation of a Local Advisory Board including senior management members, employers, public sector members e.g. Local Authorities and Higher Education institutions who will provide strategic direction to the development of the Career Academy programme and will lay the foundations for the practical support needed to enhance the curriculum. It is a school or college's responsibility to recruit volunteers to serve on its Career Academy Board. Career Academies UK is not a broker in the traditional sense. Our staff work to provide leads for local Career Academies to follow, and gate-keep some relationships with large employers to provide single points of contact with the Career Academy movement for those that request them, but we do not generally develop or manage relationships with employers locally.

A school or college may need to flex its teaching and learning techniques to accommodate the Career Academy way of working. Career Academies emphasise learning by doing. Timetables need to accommodate trips away from the classroom, visits to the school or college by people who may not be used to educational establishments and activities that promote project-based learning.

Creating a Career Academy brings with it the responsibility of joining a national network of like-minded educationalists and employers. Career Academies are expected to conform to a number of administrative regulations, set nationally by Career Academies UK. These include very specific guidance on engagement with employers, implementation of the mentoring and internship elements of a Career Academy programme, timely reporting of statistics along with various other clerical procedures. Such conformity ensures consistency between Career Academies throughout the UK. This is important to ensure the integrity of the Career Academy brand with stakeholders such as employers, government agencies and fellow Career Academies.

To help schools and colleges get their Career Academy started, Career Academies UK provides a dedicated training programme for management teams. This is delivered in two parts. A Year of Planning programme, including national and regional training conferences and regular 1:1 meetings, takes a team through the process of developing an appropriate curriculum offer, building the Local Advisory Board and putting the necessary administrative processes in place. Successful completion of the Year of Planning leads to a school or college being able to affiliate to Career Academies UK, use our marketing resources and display our brand identity on letterheads, prospectuses and other materials. Once students have been admitted to the Career Academy, a Year of Implementation programme provides detailed training in the delivery of mentoring, internship and other employer engagement activities, timed to ensure effective operation.

All schools and colleges that run Career Academy programmes benefit from regular networking meetings for teachers, events for students, support for administrative procedures such as Criminal Records Bureau checking of volunteers, an annual conference for Career Academy teams and the account management by Career Academies UK staff of large employers.

An annual Quality Assurance visit, made by Career Academies UK staff and accredited volunteers from successful Career Academies, provides useful feedback to schools and colleges on the performance of their Career Academy programme. Career Academies are encouraged to judge themselves by quality assurance criteria and provide appropriate evidence to support those judgments. In extremis, affiliation to Career Academies UK may be suspended or revoked.

The charity is currently in the process of exploring whether or not it might be appropriate to work with pupils aged 14 to 16 as well as its core market of 16 to 19 year olds.

### **Aligned with government and opposition priorities**

Our work is absolutely in line with Westminster's aspirations to break down the barriers between academic and vocational study; engage business more proactively in setting the agenda for education; and widen participation in higher education. The involvement of companies in creating and validating our curriculum - fully accredited within the government's National Qualifications Framework - has been genuinely groundbreaking. It fits the ideas behind the new Advanced Diplomas. We liaise closely with government and opposition agencies at national and local levels, to ensure that our work remains relevant to the needs of the education community. We also maintain close working relationships with Sector Skills Councils to ensure that the employer voice is properly heard.

We are closely engaged with the Government's agenda for increasing the engagement of employers in education. We were part of the team that developed the new quality assurance framework for education business partnership organisations, on behalf of the Department for Children, Schools and Families.

*“Career Academies are a striking example of the ground-breaking partnerships between schools, colleges and business which can enable young people to succeed by grasping opportunities to go on to higher education and to employment. Through excellent links between businesses and education, Career Academies UK is helping to build an enterprise culture open to all, and helping young people to succeed - from ‘Can I?’ to ‘I can!’ “*

**Rt Hon. Ed Balls, Secretary of State for Children, Schools and Families.**

### Current team

- Chief Executive
- Chief Operating Officer
- Director of Regions
- Programme and Public Policy Director
- Director of Marketing & Communications
- Events and Information Systems Manager
- Marketing and Communications Manager
- London & South East Development Managers x2
- Development Manager (Midlands)
- Development Manager (North Midlands)
- Development Manager (Northern Ireland)
- Development Manager (Wales & West of England)
- Development Manager (North West)
- Development Manager (Yorkshire)
- Development Manager (North East)
- Development Manager (East)
- Executive Assistant /Operations Manager (primarily to support the Chief Executive and Senior Management Team)
- 3 Administrators (working to support the regional Development Managers)

It is anticipated that the team will increase in the future subject to approval of the annual budget. This is an opportunity to help move the charity to its next stage of maturity. Whilst each member of the team has specific responsibilities, it is expected that everyone will 'muck in' and share the wide variety of strategic and operational tasks that have to be undertaken to achieve success.

All managers and directors have a responsibility for 'account management' of a portfolio of schools, colleges and employers. This helps us all to understand the various pressures and needs of our stakeholders – and keeps us close to where the impact of our work actually takes place – on students, supported by employee volunteers.

## Our potential

As an ambitious professional you will be quick to assess the potential for Career Academies UK. Consider some of the following key ingredients which distinguish us:

- We are able to call on advice, guidance and support from some of the UK's most influential business leaders. Our Advisory Board is chaired by Sir Winfried Bischoff, Chairman of Lloyds Banking Group, who was identified by *The Times* as number one in their Power 100 for 2008. Our Board also includes such people as Hector Sants, Chief Executive of the Financial Services Authority; John Dunford, General Secretary of the Association of School and College Leaders; Lord David Currie, Chairman of Ofcom; Eric Daniels, CEO of Lloyds Banking Group and Henrietta Royle, Chief Operating Officer of City University.
- In the United States, there is a significant community of influential individuals who feel passionately about Career Academies. The movement was founded by Sandy Weill, former Chairman of Citigroup.
- The organisation has an excellent reputation with policy makers and influencers, including Government Ministers, members of the Opposition, officials at the DCSF, Learning & Skills Council, several regional development agencies and a number of Local Authorities. It is a leading partner in the new Institute for Education Business Excellence.

## JOB DESCRIPTION

### Field Development Manager - Yorkshire

#### Responsible to

Director of Regions

#### Purpose of job

To develop and deliver day-to-day account management of:

- affiliate schools and colleges running a Career Academy
- corporate supporters
- recruit new schools and colleges into the Year of Planning and help them to reach affiliate status in the dedicated region.

Region is defined as:

- Yorkshire and Humber.

#### Main tasks

##### Regional management

- Recruit new affiliate schools and colleges to the network from the dedicated region in accordance with agreed annual targets determined by the National Advisory Board and its strategic growth plan for priority target areas.
- Account manage on a day-to-day basis all affiliated schools and colleges who are running a Career Academy. This will require planned technical support visits, support of ad-hoc events for students and corporate supporters, ensuring arrangements are in place for Quality Assurance visits.
- Provide regular communication and reporting to the Director of Regions
- Promote the contribution of Career Academies and awareness of Career Academies UK to potential supporters, and assist in engaging their commitment to give that support.
- Account manage relationships with regional and local corporate supporters and regional or local operations of national corporate supporters. This will include annual account management meetings as well as regular 'keep in touch' communication.
- Attend or be a member of Local Advisory Boards within the region.
- Manage the Partner in Business volunteers process as and when necessary against target.
- Maintain management information database.
- Support affiliated centres in delivery of the six week paid internship process.

##### National and strategic management

- Contribute to the corporate work of the National Advisory Board and the Senior Management Team.

- With the Chief Executive and Senior Management Team, monitor the state of Career Academies UK and seek ways to promote its achievements and improve the service given by the central staff team.
- With the Director of Regions and the other Development Managers, develop the role of the regional teams. This will require attendance at regular meetings of all the Field Development Managers and training days.

#### Profile raising

- In conjunction with the Senior Management Team, work to raise the profile of Career Academies UK and its key stakeholders in the regional and local media, business and education communities.
- Undertake public speaking and media engagements as required to promote the work of Career Academies UK in the dedicated region.

#### Relationships

- Liaise and promote effective links with corporate supporters, media, government departments and agencies relevant to the Career Academies UK's strategic plan.
- Encourage and assist affiliated schools, colleges and clusters of institutions to develop effective internal and external communications policies and practices, and to support Career Academies UK's long-term strategy.
- Develop relationships with potential company supporters.
- Maintain regular contact with all colleagues (staff and volunteer) to keep them informed of current issues.

#### Events

- Assist affiliated schools and colleges in the dedicated region to plan, manage and run events to promote their Career Academy to potential corporate supporters, students, parents / carers and the local community, and be prepared to present at such events.
- Attendance at national Career Academy events such as Year of Planning conferences, Capital Experience and Graduation.
- Arrange and manage regional events including Partner in Business marketing briefings, inductions and ice-breakers, regional network meetings, Internship briefings and other student events including CV and interview techniques courses.
- Plan and run a programme of high quality events for students, teachers and corporate supporters at regional and national levels in conjunction with the events management team.
- This will include generating the funds to enable the events to take place.

#### General

- Deal with any correspondence and engagements as may be delegated from time to time by the Chief Executive and Director of Regions.
- Promote a commitment to high standards of service, and to equality of opportunity through leadership, policy development and good practice.
- Promote staff training and development to ensure that current and future objectives are met.

## Experience

### *Either*

Minimum three years in a senior education role. Experience could have been gained in schools, FE colleges or not-for-profit organisations, but the successful applicant must be able to gain credibility with senior managers in a variety of educational institutions.

### *Or*

Minimum five years experience in a large not for profit organisation involved with young people.

### *Or*

Minimum three years experience in a community development or Corporate and Social Responsibility role in a large company.

### *And*

Evidence of commercial awareness and proven experience of account management.

## Skills and attributes required:

- Target driven, but able to balance financial and non-financial objectives
- Entrepreneurial with the ability to follow through and achieve results
- Skilled negotiator, internally and externally
- Able to work with experts both internally and externally
- Able to deliver targets and objectives, often alone and without additional resource, but also to rise above the detail and take a strategic perspective
- Able to communicate effectively in a wide variety of situations, including formal speaking engagements to large audiences
- Able to work on own initiative, developing own agendas and diary appointments, with a flexible approach to working hours.
- Able to work effectively from a home base with regular travel around the region, London and other locations as required
- Able to use technology to access Career Academy network and systems
- Able to operate corporately as part of the Career Academies UK team
- Consultative and supportive management style

## Salary & benefits

- £28,000 - £31,000 per annum, depending upon experience, pro-rata for hours actually worked.
- Plus 6% contribution to personal pension plan, subject to 2.5% employee contribution.
- A working from home allowance of £200 is provided. This will be pro-rata for hours actually worked. 25 days holiday pa again pro-rata for hours actually worked.

### Location

Home based with extensive travel within the region.

### Hours of work

The region to be managed is a new region split out from a previously larger region. We are therefore, potentially flexible on the hours worked. We envisage this role could be part time on a 3 or 4 day a week basis or possibly full time. We can be flexible over the actual hours worked and the pattern of working. There will be a requirement to work occasional evenings if events are planned and therefore candidates must be able to offer some flexibility on this. The Development Manager will be expected to spend a minimum of one day per month in our central office, currently located at Canary Wharf, London. Other national events are likely to require at least 5 days during the year. All these events are planned considerably in advance to allow plenty of notice.

Please be aware that this post is subject to an enhanced CRB check.

## TIMETABLE

Closing date for applications	4pm 31 <sup>st</sup> March 2010
First stage interviews	by mid April 2010
Final interviews	by end April
Candidate takes up post	May 2010

## TO APPLY

Please send your CV, and a covering letter by post or (preferably) email to:

Amelia Lavelle  
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Career Academies UK  
25 Canada Square  
Canary Wharf  
London E14 5LB

Email: [amelia.lavelle@careeracademies.org.uk](mailto:amelia.lavelle@careeracademies.org.uk)

Phone: 020 7986 5494

If you require any further information or would like to discuss anything in more detail, please contact Diane Kendall, on the above number, who will be happy to answer any questions you may have.

**For further information see [www.careeracademies.org.uk](http://www.careeracademies.org.uk)**

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