|  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- |
|  | | | JOB DESCRIPTION | | | Form JD1 |
| JOB TITLE: Project Manager (Skills) FIXED TERM TO END MARCH 2022 | | | | POST NUMBER: | | |
| **REPORTS TO** (Job Title): | | | | Skills Team Manager | | |
| **DEPARTMENT:** Education and Skills | | | | GRADE: 9 | | |
| **JE REF:** | | | 29 | PANEL DATE: | 08/12/2020 | |
| **1.** | **MAIN PURPOSE OF JOB**   * Manage delivery of the ESF ‘FutureGoals Employment Hub’ project to ensure that output targets are delivered on time and within budget. This includes managing the project budget(s) and reporting mechanisms in line with ESF requirements, and ensuring there is the right level of coordination and collaboration between all the activity themes of the project(s). * To provide specialist capacity for the Local Authority to deliver its statutory duty to implement and maximise the efficient use of the apprenticeship levy with Maintained schools. The facilitation includes the input to and delivery of a high-quality Apprenticeship Hub service to schools including: advice and guidance, negotiation and contractual arrangements with training providers, performance information, marketing and communication. The post holder will be expected to use their specialist knowledge to provide an efficient and customer-focussed service. * Support delivery of York Skills Plan including provision of the York Apprenticeship Hub and associated activity to raise awareness and take-up of apprenticeships, other skills, training & employment opportunities amongst employers and residents. * Employer engagement and brokering activity to support the employment and progression opportunities of more vulnerable and disadvantaged young people (with a particular emphasis on care leavers and young people with special education needs and/or disabilities) in relation to traineeships and apprenticeships. | | | | | |
| **2.** | **CORE RESPONSIBILITIES, TASKS & DUTIES** | | | | | |
| **2.1** | **ESF ‘FutureGoals Employment Hub’ project** | | | | | |
|  | 1 | Lead the development and implementation of the ESF Future Goals Employment Hub project on behalf of City of York Council, working closely with the delivery managers of each activity theme. | | | | |
|  | 2 | Reporting to the Skills Manager and working closely with all the activity theme managers, the post holder will lead and coordinate the management of the project’s activity to drive outputs and outcomes. | | | | |
|  | 3 | Manage and coordinate the governance arrangements of the project, including the Planning and Steering Groups and ensure compliance with CYC, West Yorkshire Combined Authority (WYCA), Leeds City Region (LCR) LEP and European Social Fund (ESF) communication and reporting arrangements. | | | | |
|  | 4 | Develop and implement effective monitoring and reporting systems to ensure that the reporting, marketing and audit requirements of ESF are met. | | | | |
|  | 5 | Work with the Skills Team Manager to ensure the strategic and operational co-ordination of all elements of the project in order to deliver an integrated, holistic service for participants. | | | | |
|  | 6 | Act as a key point of contact for the project for both internal and external stakeholders, promoting clear and effective communication while demonstrating an awareness of political sensitivities and an understanding of conflicting partner and stakeholder priorities. | | | | |
|  | 7 | Represent the City of York Council as a key delivery partner in the LCR Employment Hub Steering Group. | | | | |
|  | 8 | Prepare and present performance reports as required for the City of York Council and WYCA. | | | | |
|  | 9 | Profile, manage and review the ESF ‘FutureGoals Employment Hub’ granular budget. Produce financial reports as appropriate, ensuring that procurement and other financial regulations are adhered to and that the project budget is utilised effectively and efficiently. | | | | |
|  | 10 | Develop and implement marketing campaign(s) including, social media adverts and drafting press releases to drive take up of provision among target audiences. | | | | |
|  | 11 | Ensure that the appropriate, processes, documentation are in place to drive a process of continuous quality improvement | | | | |
|  | 12 | Represent the Skills Team Manager as appropriate. | | | | |
| **2.2** | **Apprenticeships** | | | | | |
|  | 1 | Raise awareness in the school community regarding the benefits and opportunities of using apprenticeship training to take on new recruits and develop existing staff. | | | | |
|  | 2 | Provide technical support to schools to access the apprenticeship levy through the Council’s processes and the York Schools Apprenticeship Panel. | | | | |
|  | 3 | Facilitate and co-ordinate the specialist secretariat support for the York Schools Apprenticeship Panel. | | | | |
|  | 4 | Liaise with school personnel and training providers to investigate and offer advice and guidance on alternative training options to support the training and recruitment needs of schools approved by the York Schools Apprenticeship Panel, providing on-going support as required. | | | | |
|  | 5 | Ensure that contractual arrangements are in place with training providers for training approved for schools, which are consistent with the Council’s Governance arrangements for the apprenticeship levy. | | | | |
|  | 6 | Maintain, update and monitor records using the Council’s on-line Apprenticeship Service account, producing management information as requested to report on levy spend and progress towards public sector targets. | | | | |
|  | 7 | Design, plan, organise, deliver and evaluate high profile city-wide apprenticeship recruitment events, marketing materials and employer focused challenges and campaigns to raise awareness and take-up of apprenticeships. | | | | |
|  | 8 | Manage and develop the effective use of social media platforms and relevant web pages on the Council website to promote apprenticeship opportunities in York to a range of stakeholders, responding as appropriate to enquiries. | | | | |
|  | 9 | Design, develop and issue a weekly e-bulletin on apprenticeship / job opportunities to registered e-bulletin? members and advise on future developments. | | | | |
|  | 10 | Work with the LAWA and Pathways teams to support their vulnerable young people into apprenticeship opportunities. | | | | |
|  | 11 | Cover for the Business Engagement Officer (Employment Hub), by providing information and support to specialist colleagues in other service teams regarding access to traineeships and apprenticeships for vulnerable and disadvantaged young people, brokering relationships with employers as appropriate to achieve job outcomes. | | | | |
|  | 12 | Cover for the Business Engagement Officer (Employment Hub), by responding to, support and / or signpost apprenticeship enquiries from levy and non-levy employers and other stakeholders. | | | | |
|  | 13 | Cover for the Business Engagement Officer (Employment Hub), by attending careers events, jobs fairs and any other business networking events to promote apprenticeships and the services available through the York Apprenticeship Hub, some of which may take place outside of normal working hours. | | | | |
|  | 14 | Respond flexibly to support the wider remit and needs of the Skills Team and other priorities identified within the York Skills Plan. | | | | |
| **3.** | **SUPERVISION / MANAGEMENT OF PEOPLE**  Number of staff reporting to job holder and details of nature of supervision eg full line management responsibility or day to day supervision of work:  **Direct**: directs and manages the day-to-day work of one Marketing Communications apprentice (not full line management). Also provides coaching support to the above.  **Indirect**: influences and monitors ESF partners’ delivery against project targets   * York Learning (x2.5 Learning, Skills and Work Advisers) * Learning and Work Adviser Team * Jobcentre Plus CYC Business Engagement Officer | | | | | |
| **4.** | **CREATIVITY & INNOVATION**   * This may require designing new solutions and processes from beginning to end. * It may also mean reviewing and evaluating work of other employment hubs to see how these could be adapted and applied to the York hub model. * The scope and outcomes required are clearly defined but beyond that the post holder is required to demonstrate creativity in delivery of those outcomes (whilst maintaining project compliance). * It will require working with key internal and external stakeholders to understand national and local developments so that emerging needs of the service and partnership can be met. * Subject to occasional supervision and procedural guidelines, the jobholder is able to use initiative in responding to queries, analysing the detail of problems considering a range of alternatives and advising on the most appropriate course of action. * Able to design and develop modifications / variations to systems and processes and suggest more effective working practice where appropriate. * A key element of the role will be to promote apprenticeship opportunities to young people, parents, employers (including schools), ensuring that communications and imagery are clear and appeal to the target audience. * Uses initiative in researching, checking and uploading content to social media platforms and uses design skills for creating promotional leaflets and flyers. * The postholder will develop new approaches and ideas to attract people / employers to events and engage with programmes, as well as generating ‘peer to peer’ support and sharing of best practice between schools and employers. * They must work to share practice and innovation to assist their service to build a flexible and individual response yet ensure the service maintains a coherent city-wide offer. To do this they will need to demonstrate flexible and imaginative ways of communicating new ideas. | | | | | |
| **5.** | CONTACTS & RELATIONSHIPS Regular face to face and electronic communications with a wide variety of internal and external stakeholders and customers:  **Internal**   * Early Help Service Manager * Local Area Teams * York Learning * Pathways Team * Community Hub Teams * Locally maintained schools, including Danesgate * Principal Accountant * HR Team * Specialist Careers Advisers * Communications Team * Finance Team   **External**   * WYCA / Leeds City Region LEP – (Managing Authority) * Blueberry Academy * Jobcentre Plus * Various employers – levy and non-levy * Young people aged 15-24, parents and carers * FE and HE training providers * Aspire i-gen * School Apprenticeship Panel * Training providers * York businesses   Independent schools and Multi-Academy Trusts (MAT) | | | | | |
| **6.** | **DECISIONS – discretion & consequences**  **Discretion**   * The post holder will have the specialist knowledge to respond and answer both ad hoc and non-standard queries on a day to day basis, without the need to refer upwards. Likely decisions include advising on project compliance with National, Regional or Local guidance. * Apply sound judgement to situations which might need swift resolution and maintain stakeholder buy-in. * The post-holder will be responsible for interpreting and summarising information to produce project reports and will determine the information seen by the Steering Group. Failure to identify or communicate issues could have significant financial, legal, service-delivery or reputational implications. * The nature of the work carried out by the post holder around the apprenticeship agenda and supporting better employment outcomes is subject to considerable political interest and scrutiny. As such the post holder must be able to shape, influence and manage different stakeholders and their expectations to achieve a positive outcome and uphold the council’s reputation for providing an efficient and customer-focused service. * Discretion in the management of workload and priorities in accordance with the timescales and deadlines that have been set at each level of governance. * The post-holder will be responsible for the ensuring that all relevant parties are aware of the standards, policies and strategic objectives of programmes and as such will be the focal point for implementing the agreed solutions to any issues or changes in policy or procedure within the work programme. * Representing the interests of CYC as a member of the Leeds City Region Employment Hub Steering Group – influencing regional perception of CYC and regional project delivery * Forecasting and making recommendations in the interests of CYC in the form of project change requests to WYCA * The post holder must seek escalating support if issues arise outside of usual information sharing practices. Failure to do so could place the individual and the council in breach of data protection laws resulting in potential financial and organisational consequences * The post holder will work with key stakeholders to make recommendations for additional provision, ensuring it meets local need as well as project aims and objectives – the outcomes of which will help to inform future skills provision * Any decisions made by the post-holder which potentially affect agreed standards of performance, policy, process or procedure, willneed to be referred upwards (to Skills Manager or Steering Group, as appropriate, for approval) Decisions will be required to be made based on standard operating procedures, good practice and established processes. Where these do not exist, the jobholder will be expected to make informed and justifiable recommendations. * Uses discretion when responding to telephone, email or social media enquiries so as not to commit any breaches of confidentiality, including data protection. * Uses tact and discretion when dealing face to face with young people, parents, employers, training providers, schools and other agencies. * Discretion to carry out own work subject to agreed deadlines.   **Consequences**   * Effective project delivery of the ESF Employment Hub programme could result in circa £300,000 ‘investment’ by March 2022 but poor management and failure to meet targets could lead to financial ‘clawback’ – financial and reputational risks. * The post holder must work to defined safeguarding policies and thresholds. Deciding whether to seek safeguarding advice is crucial and failure to seek appropriate advice can result in harm to a child or vulnerable adult. * A main purpose of this role contributes directly to new statutory duties for Local Authorities in relation to the apprenticeship levy and public sector targets for LA Maintained Schools. The development and implementation of robust policies, procedures, processes and governance arrangements is essential to ensure that the council fulfils its statutory duties. * The nature of the work carried out by the post holder around the apprenticeship agenda and supporting better employment outcomes for vulnerable young people is subject to considerable political interest and scrutiny. As such the post holder must be able to shape, influence and manage different stakeholders and their expectations to achieve a positive outcome and uphold the council’s reputation for providing an efficient and customer-focused service. At the same time, the post holder will be required to act quickly and apply sound judgement to situations which might need swift resolution and mitigate complaints or bad press. * The post is central to efficient service delivery for stakeholders (marketing campaigns, social media activities, events and/or materials) and to the delivery of priorities within the York Skills Plan. | | | | | |

|  |  |
| --- | --- |
| **7.** | **RESOURCES – financial & equipment**  *(Not budget, and not including desktop equipment.)*  Description Value   * Normal office equipment. * Access to and use of specialist design software for production of marketing materials * Marketing materials, including pop-up banners to support recruitment activity, ensuring that materials are updated and available for use by different internal and external stakeholders and mail outs. Variable stock value £500-£1000. * Access to the Evolutive Database for submitting project records and match funding claims (circa £30,000 quarterly) to WYCA * Project - budget management, circa £300,000 to 2022 |
| **8.** | **WORK ENVIRONMENT – work demands, physical demands, working conditions & work context** Work demandsSubject to occasional supervision, the jobholder has a range of tasks; some routine with set deadlines, others non-routine and more complex.The jobholder must be able to work flexibly, independently and responsively as part of a team, and be in control of their own workload to ensure that stakeholder enquiries are dealt with promptly, effectively and professionally  * The post holder will have to work to tight deadlines. * The post holder must be adaptable to meet the changing needs of work programmes, sometimes at short notice. * There will sometimes be conflicting demands from other people and substantive workload, which the post holder will be expected to prioritise. * The need to cater for unplanned work from time-to-time.  The jobholder must be able to shape, influence and manage different stakeholders and their expectations to achieve a job outcome for a vulnerable young person or training start for a school, the timeline for which can vary considerablyPhysical demands – During Covid-19 Pandemic  * Substantial periods of working from home, with the ability to access a CYC office environment and specialist software as needed (approx. 0.5- 1 day each week) * Working on a computer for long periods including, online meetings and events  Physical demands – Post Covid-19 Pandemic  * Mixture of CYC office environment and working from home * Potential attendance to help at events and meetings outside of West Offices, with some outside of normal working hours. * Potential offsite meetings and visits to schools, training providers and other employers interested in taking on apprentices * Potential monthly travel to Leeds (Post Covid-19 lockdown)  Working conditions  * The post holder may be asked to work outside normal office hours occasionally  Work context  * Must use high levels of discretion and exhibit political awareness and sensitivity at all times * Will deal with commercially sensitive, personal and special category data * Maintaining a high profile for Employment Hub and apprenticeship engagement with schools, training providers and other employers across the city. |
| **9.** | **KNOWLEDGE , SKILLS and QUALIFICATIONS** Qualifications and Knowledge  * Experience of delivering ESF funded skills project(s), including audit and quality assurance or relevant project management qualification (e.g. Level 4 Associate Project Manager Apprenticeship). * Experience using Evolutive reporting software * Thorough understanding of ESF funding and reporting procedures * Excellent communication skills, written and verbal – English Level 3 or above * ECDL in Word and Excel (or equivalent experience) * Effective budget management and reporting in line with ESF projects requirements including, Matched Funding and Business Rates Pool. * NVQ level 3 in marketing or equivalent * Experience of managing external communications, including relevant social media platforms – Facebook, LinkedIn and Mailchimp * Proficient in use of Photoshop and/or other design packages * Extensive knowledge and understanding of apprenticeship policy and reforms and the business and individual benefits/obligations of apprenticeship training * Detailed knowledge and understanding of the apprenticeship levy and ESFA guidelines * Experience in managing training providers and supporting learner cohorts * Thorough understanding of apprenticeships and other employment opportunities for those aged 16-24 in York * Strong knowledge of the York labour market and other skills provision (not just ESF funded provision) for 15-24 year olds.   **Skills**   * Experience of working in a busy and complex working environment, dealing with stakeholders at all levels * Significant discretion and initiative and the ability to act with tact & diplomacy when dealing with sensitive issues. * Demonstrable experience of delivering innovative solutions to complex problems * Strong influencing, negotiation and communication skills to manage effective relationships * A flexible approach, with the ability to absorb new information and procedures quickly and adapt to changes * Ability to determine, set and roll out standards and procedures to meet the requirements of the project (ESF,DWP, WYCA, LCR LEP and CYC) * Advanced planning & organising capabilities with proven experience in innovating and improving process and services – resulting in an ability to be self-managing in terms of workload and priority management * Innovative and proactive with ability to recognise and develop opportunities for improvement * Ability to relate to people of all backgrounds, including vulnerable young people and parents / carers * Approachable, courteous, able to present a positive image of the Apprenticeship Hub Service to schools, other employers, young people, training providers, other agencies and the general public. * Creativity, with the ability to identify key messages, analyse information and relate or present them to different audiences * The ability and confidence to identify potential issues, escalate them quickly, whilst maintaining sensitivity and bring problems to a satisfactory conclusion. * Commitment to customer orientated service delivery at a high level.   *This post requires the post holder to undertake an enhanced – child workforce (with barred list check) criminal record check via the Disclosure and Barring Service.*  **Ability to converse and provide advice and guidance to members of the public, in spoken English, to Common European Framework of Reference for Languages (CEFR) - level C2** - Mastery or proficiency - Can express him/herself spontaneously at length with a natural conversational flow, avoiding or backtracking around any difficulty so smoothly that the person with whom they are conversing is hardly aware of it. Can understand with ease virtually everything heard or read. |
| **10.** | **Position of Job in Organisation Structure**  Job reports to: Skills Team Manager  Other jobs at this level: 14-19 Support Adviser, Business Engagement Officer  THIS JOB  Project Management of  Learning and Work Adviser (FutureGoals, CYC Grade 8)  2 FTE Learning, Skills and Employment Advisers (York Learning Grade 7) |