

The Role of the Enterprise Adviser

As a volunteer Enterprise Adviser (EA) you will use your skills, experience, and networks to support education leaders in schools, special schools, and colleges to develop world class careers provision, helping every young person find their best next step.

Working with Careers Leaders and Education Leaders, you will help them build connections between employers and their education institutions to improve young people's career prospects in your area. EAs provide invaluable employer perspective, putting opportunities with local businesses and employers at the heart of a young person's education.

EAs will be introduced to a suitable education institution by their local Enterprise Co-ordinator (EC). You will be deployed based on the needs of institutions across your local Careers Hub and the expert support you are able to provide. This will be framed around priorities identified by The Careers and Enterprise Company (CEC) and your local Careers Hub.



An EA will support schools, special schools, and colleges by helping to:



Raise the quality of careers provision: Use your skills and experience to empower Careers Leadership and identify opportunities to help improve progress against the Gatsby Benchmarks – the international standard of best practice in careers provision.



Drive more high-quality experiences with employers: Use your contacts and networks to encourage a wider group of employers and businesses to work with education institutions, helping them to enhance and improve the quality of experiences for students.



Amplify apprenticeships, technical and vocational routes: Share industry knowledge and insight on apprenticeships and other pathways to help increase awareness and widen the range of opportunities offered to young people.



Focus on interventions for economically disadvantaged young people: Engage in self-evaluation against the Gatsby Benchmarks through CEC's Compass tool and support Education Leaders to identify and address the needs of specific cohorts of young people.



Connect careers provision in schools, special schools and colleges to the needs of local economies: Support the Senior Leadership team to plan strategically. Share 'real-time' labour market information and help embed this into careers planning, ensuring alignment to the needs of local employers. Help facilitate opportunities for teachers to engage directly with employers to bridge any knowledge gaps.

What are the commitments?

- Commit to support education institutions in a Careers Hub for at least one academic year. The majority of our EAs continue their role after their first year.
- Volunteer to be matched on a 1-2-1 basis or provide more flexible support across multiple institutions in a Careers Hub.
- Volunteer sufficient time to achieve positive change. The average amount of time EAs support is 4 hours a month. This can be face-to-face or virtual, along with any travel, preparation or follow-up.
- Engage in the local and national induction programme and other relevant learning opportunities.
- Connect and collaborate with other EAs by attending local network meetings.
- Promote the EA role amongst existing contacts and networks to contribute to the recruitment of new EAs.



EAs will not

- Use their position to promote or sell services of any sort to schools, special schools, or colleges. It is important that there are no conflicts of interest.
- Duplicate existing activity; they will be mindful of other organisations working locally and be clear that their role is complementary to any existing activity.

Required skills and knowledge



Relationship and stakeholder management: An EA is able to build relationships and influence key decision makers such as the Careers Leader, Education Leaders, Governors, and other teaching staff. An EA is also able to draw on these skills to engage other stakeholders across the Careers Hub.



Strategic planning: An EA can work with the Careers Leader and Senior Leadership team to set a vision for careers with a strategic plan and compelling business case. At times this may require experience of change management or supporting a culture shift within the school, special school, or college.



Capability building: An EA can take responsibility for continuous improvement of the strategic careers plan. The progressive careers programme can be overwhelming for some Careers Leaders and therefore EAs can help them develop their leadership, strategic planning, networking, and stakeholder engagement skills.



Analytical skills: An EA can support the Careers Leader to interpret data, evaluate plans, reflect on past activity, and identify gaps in provision.



Communication and leadership: An EA is able to communicate with a wide range of stakeholders, be persuasive and demonstrate leadership skills. An EA can support and coach their Careers Leader using strong emotional intelligence and act as a critical friend.



Well connected: An EA should be well connected to employers and have established networks and contacts which they are willing to share. Where EAs do not have local networks, they should be able to provide support in the creation of a plan to engage and develop a business network for the education institution.



Industry knowledge: An EA should have a sound knowledge and understanding of the needs of the local labour market and a willingness to promote and embed these within the education institution.

Further information about the Enterprise Adviser role and how you can register interest can be found on our website: www.careersandenterprise.co.uk.

Benefits of being an Enterprise Adviser

There are a huge number of benefits to becoming an Enterprise Adviser, both personally and professionally.

Personal benefits

The opportunity to:

- Give back to your local community
- Meet new people and grow your personal and professional network
- Improve your skills, challenge yourself and learn something new

Business benefits

The opportunity to:

- Develop skills and the future pipeline of employees
- Raise awareness of your sector or business organisation
- Develop closer connections with the local community

Each school, special school, and college will have slightly different needs and be on different trajectories, as such the support an EA can provide will also differ.

Your designated EC will work with you and the proposed institution to ensure that your knowledge and skill set can be effectively utilised during the matching process.

All EAs must be DBS checked. If you have any queries regarding the DBS check process, please contact your local EC.

