

## Role Profile & Person Specification

<b>Job Title:</b>	Careers Education Outreach and Engagement Officer
<b>Department:</b>	Membership & Professional Registration
<b>Location:</b>	Fanshaws / Home based currently
<b>Role reports to:</b>	Careers and Student Membership Manager

## Role Profile

### Purpose of Role:

**Attract:** To inspire, educate and attract talent into the automotive industry through proactive education outreach, creating links and partners across organisations to deliver CEIAG support to schools, youth groups and influencers. Targeting underrepresented groups in the automotive industry and showcasing the sector as a positive career destination.

**Retain:** To support and progress IMI Student Members through their qualification and onto a successful career pathway. Supporting with the IMI Skills Competitions to showcase future talent within the industry to deliver the IMI Skills Competitions with World Skills UK into Team UK.

**Progress:** To support IMI Members to upskill with continuous professional development and career development utilising support tools and resources.

### Key Responsibilities:

#### **Proactive Engagement, outreach & Support** **50%**

- Building new relationships with partner organisations to grow the #MotorCareers CEIAG offering into schools across the UK
- Targeted support for early careers, primary, women, SEND and underrepresented groups within the industry
- Delivery of physical and virtual careers fairs, webinars and training sessions
- Activating IMI Members to become advocates within #MotorCareers

#### **Development and content creation** **20%**

- Content and article repurposing and creation for websites, blog and social media
- Support development and production of newsletters, blogs, vlogs and webinars
- Stakeholder management of school contacts, creation and dissemination of termly updates
- Develop educational career resources for teachers in schools and career advisors
- Develop support materials to enhance career learning outside of education settings

#### **Event support and delivery** **15%**

- Support in the set-up, running and break down at events
- Act as the key contact at events for competitors, their employers and tutors
- Support in developing finalists and their employers to be competition ready
- To include onsite and overnight support (3 weeks a year)
- Support at careers events to deliver messages to audiences including young people, teachers, tutors and career advisors

**Admin, team support and projects**

**15%**

- Project work to achieve the IMI Mission and Vision
- Content and resource uploading onto websites
- Collation, dissemination and coordination of career fair invitations with schools and employers
- Support wider team at peak times including Skills competition cycle and Student registration

**Key Performance Indicators:**

- Reach for Careers IAG
- Customer service standards

**Key Relationships:**

- External suppliers and partners
- Career partners such as Job Centre Plus
- Schools & IMI Centres
- IMI Student Members
- Registered Professionals
- Internal teams

**Job Context:**

- The job-holder reports to Careers and Student Membership Manager
- Job holder is a Specialist

**Job Dimensions:**

- Requires substantive specialism knowledge, usually acquired through an external qualification or experience built up over a number of years
- Requires substantive knowledge of specialised systems and/or procedures
- Requires performance of a wide range of activities within area of specialism
- Decisions are guided by standardised processes/procedures
- Resolves the vast majority of difficult problems/situations encountered, refers on only those which require change to process/procedure or those that are especially difficult or unusual
- Communication involves influencing, guiding and transfer of specialist/complex information
- Job-holder has no direct line reports
- Job-holder has no budget management and monitoring responsibility

**Authority Level:**

**Financial:**

- All spend will be in agreement and within guidelines from the Head of Dept

**Operational:**

- Work within set policies and procedures, make decisions accordingly and in line with the guidance provided

### Person Specification

#### Essential Knowledge / Skills /Experience

- Experience of working with young people

#### Desirable Knowledge & Skills

- Student sector experience
- Experience working in Education
- Online engagement and social media tool user, e.g. Facebook, Twitter, Instagram, web, etc.
- I.T. literate (MS Office and social media tools)
- Customer care & engagement skills
- Membership/awarding body experience
- Automotive sector interest

#### Required Competences

- Relationship building
- Team-working
- Networking
- Customer service

#### Essential Qualifications:

- N/A

#### Other Requirements

- To be flexible in hours worked for a 35hr week (7hrs a day) to cover core business hours of 08:00-18:00.
- Overnight stay at events for approx. 5 weeks a year with maximum of 5 consecutive nights