

## Job Description – Learner Engagement Officer (Adults)

Located in	Reporting to	Hours	Job Family & Area
West Midlands/North West	Head of Business Development: Adult Skills	37.5 per week in line with business need.	Skills

### Job Purpose

Through proactive community and stakeholder engagement, you will champion the values of Acorn Training and the adult learning services we offer, inspiring individuals to enrol in our programmes. As a pivotal figure in promoting active participation and enriching the learning journey of adult learners, your responsibility lies in creating a nurturing educational environment. In this capacity, you will enhance learner referrals and enrolments for our adult learning programmes. By forging robust partnerships with external stakeholders, ensuring adherence to compliance standards, and providing essential management insights regarding referral generation, you will be at the forefront of driving growth.

### Key Responsibilities

- Develop and nurture strong and productive relationships with external stakeholders, community organisations, and networks to foster partnerships that support the growth and success of adult learning programmes.
- Identify and actively promote suitable Adult Learning programmes and SWAPs to learners and sources that refer learners.
- Conduct effective information, advice, and guidance sessions to ensure potential learners are well-informed about the range of opportunities available through our adult learning curriculum.
- Engage proactively with potential learners, employers, and community groups, providing accurate and comprehensive information regarding available adult learning programmes.
- Manage and maintain detailed learner referral information for each programme, facilitating smooth communication and information sharing with relevant tutors, the Skills Performance Manager, and relevant Heads of Curriculum.
- Respond promptly to referral inquiries, offering necessary assistance and support in alignment with the specific requirements of potential learners.
- Conduct comprehensive assessments of individual learner needs, aspirations, and challenges, delivering tailored information, advice, guidance, and support to facilitate their initial learning journey.
- Attending education and careers events, schools/academies and employability events when required and actively promoting adult learning (and other programmes) to potential learners.
- Ensure meticulous and timely completion of all recruitment, enrolment and other contract-related documentation, adhering to funding and regulatory requirements.
- Meet monthly targets for programme starts, placements, and progressions, aligning with recruitment profiles.

- Develop and implement learner engagement strategies that encourage active participation, attendance, and commitment to adult learning programmes.
- Collect feedback from learners to identify opportunities for programme enhancement and continuously improve the quality of the learning experience.
- Actively collaborate with marketing and communication teams to effectively promote adult learning programmes and engage potential learners.

## Key Performance Indicators

- Engagement Rate: The level of engagement with potential learners.
- Referral Response Time: The speed at which enquiries and referrals are responded to.
- Prospect to Referral Rate: the percentage of individuals engaged who convert to a referral.
- Referral to Enrolment Rate: the percentage of referrals who convert to a programme enrolment.
- Programme Starts: The number of learners who officially begin their chosen adult learning programme.
- Diversity and Inclusion Metrics: The success in attracting learners from diverse backgrounds and underrepresented communities.
- Referral Source Performance: The performance of different referral sources.
- Learner Satisfaction: Measured through feedback surveys.
- Timeliness of Documentation: The accuracy and punctuality of paperwork related to recruitment, enrolment, and learner records.
- Monthly Target Achievement: The level of success in meeting or exceeding the monthly enrolment targets as defined by the recruitment targets.

## Health and Safety

- You will ensure you follow all Acorn Training health and safety guidelines and fire regulations set out in the policies, follow safe working practices, and complete all mandatory training requirements.

## General

- Be aware of and follow all Acorn Training policies.
- Have regular 121's throughout the year to monitor performance, objectives and progress and support your personal development and wellbeing.
- Take part in any required training needed to fulfil your role.
- Commitment to the Professional Standards – Values and Attributes, Professional Knowledge and Understanding and Professional Skills.
- Promote and uphold the principles, policies, and all relevant statutory requirements, including the Equality Act, the HASWA, GDPR and Safeguarding, including Prevent.
- Undertake such other duties as may be required from time to time commensurate with the level of the post.

## Person Specification

Criteria	Essential	Desirable
<b>Qualifications and specific training</b>	<ul style="list-style-type: none"> <li>• Level 2 IAG or equivalent qualification</li> <li>• GCSE grade A*-C (or equivalent) in English, Maths and ICT</li> <li>• Full driving licence</li> </ul>	<ul style="list-style-type: none"> <li>• L3 IAG or equivalent qualification</li> </ul>
<b>Experience</b>	<ul style="list-style-type: none"> <li>• Track record of learner and stakeholder engagement.</li> <li>• Evidence of meeting and exceeding targets.</li> <li>• Experience of providing excellent customer service.</li> </ul>	<ul style="list-style-type: none"> <li>• Experience of working with employer networks, agencies and local authorities.</li> </ul>
<b>Knowledge</b>	<ul style="list-style-type: none"> <li>• Display an awareness, understanding and commitment to the protection and safeguarding of young people and vulnerable adults.</li> <li>• Knowledge and understanding of safe and healthy working practices.</li> <li>• Have an understanding of and be able to demonstrate a commitment to Equal Opportunities and Diversity.</li> </ul>	<ul style="list-style-type: none"> <li>•</li> </ul>
<b>Skills</b>	<ul style="list-style-type: none"> <li>• Ability to engage and maintain positive working relationships with learners.</li> <li>• Excellent IT skills, including familiarity with Microsoft Office packages.</li> <li>• Strong communication skills – written, verbal and active listening.</li> <li>• Be approachable, empathetic, and able to relate to individuals from diverse backgrounds.</li> <li>• Flexible and adaptable, being open to new ideas and adapting engagement strategies to the needs of learners.</li> <li>• Organisation and planning which demonstrates good time management and prioritisation.</li> </ul>	<ul style="list-style-type: none"> <li>•</li> </ul>

**Last Reviewed: April 2024**