



Oxford Professional Education

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Policy / Practice for engaging with employers

Promotion of Apprenticeships

Oxford Professional Education (OxPE) is a leading provider of apprenticeship / commercial training to employers in a number of sectors.

We work with employers to:

- Encourage them to identify and recruit to apprenticeship positions across their business
- Support them in the recruitment of suitable apprentices
- Advertise alongside employers, all job vacancies on the Find Apprenticeship Training website
- Promote to employers any dedicated apprenticeship recruitment events.

We will also use our own website and other support material to promote apprenticeship training. This will be focused on both employers and individual learners.

Engaging with Employers

OxPE is focused on employers across a number of sectors. We have long-standing relationships with a number of employers including:

- Marketing including PR and Communications/Event Management
- Procurement and Supply Chain
- Management including Project Management
- Sales

We will continue to encourage employers in these sectors by direct approach, to look at using their apprenticeship levy funding to further train and develop their staff. We will work closely with our colleagues in the Commercial Team to cross-sell our products and services. In addition, we will undertake the following promotional activity to make employers aware of apprenticeship opportunities, and to further build our employer base:

- Roadshows
- Direct marketing
- Webinars
- Online Marketing



- Updating and refreshing of our website
- Continual curriculum development to include the introduction of new programmes
- Raising our profile by participating in LEP initiatives
- Offering funding advice

OXPEG will offer apprenticeships to employers in all areas of England.

Flexible delivery to employers

OxPE will tailor its delivery of apprenticeships to the needs of specific employers. We are highly experienced in delivering flexible commercial programmes and apprenticeships to meet the specific needs of individual and groups of employers.

We have a very successful track record of employers working with us to develop and pilot programme content. We will be working with employers to ensure that the content of our Apprenticeship programmes meets the requirements of the relevant standard, and that this is achieved through the eyes and practices of the employer. We will work with the employer to determine such things as methods of delivery, locations of delivery and pace of delivery.

Supporting the employer

Each employer will be managed by the Business Development Executive. As the number of apprenticeships grows, then we will monitor the management resource required to effectively support employers and recruit additional resource as necessary.

Employers can expect to receive the following:

- Support in recruiting the apprentice to the specified role including posting the vacancy on the 'Find an Apprentice' portal
- Levy funding advice
- Dedicated account management resource
- Regular, flexible visits from OxPE to fit in with the demands of their business, and involvement in the apprentice's progress reviews
- Regular reports and data from OxPE regarding the progress of the apprentice(s)
- Opportunities to feedback any issues or concerns that employers may have regarding their learner, and the progress that they are making.

The full extent of the support to and requirements of the employer are contained in the employer agreement, which each new employer is asked to review and sign.

We will assist the employer in recruiting the apprentice to the specific vacancy if they wish us to do so. This part of our service to employers includes:

- Assisting the employer with the advertisement
- Posting the vacancy on 'Find an Apprentice'



- Shortlisting applicants against the employer's specification
- Providing the employer with a short-list of applicants for final interview.

We recognise that the apprentice mentor embedded within the workplace has a vital role to play in ensuring that the apprentice is able to effectively maximise the learning and development outcomes during their apprenticeship course.

We will work with the employer to:

- Identify the most appropriate mentor for the apprentice
- Train the mentor not only in the content of the apprenticeship but in effective mentoring skills.

OxPE will ensure that the journey that the learner makes through the apprenticeship is recorded. Key milestones and outcomes will be shared with the employer.

Communications / Areas for Concern

Overall responsibility for managing relationships with employers will lie with the Business Development Executive. They will monitor the overall performance of the apprenticeship programme and liaise with the Employer. They will have direct contract management responsibility with employers. This includes monitoring factors such as employer and learner satisfaction scores and dealing with specific complaints and issues. These will be handled in line with our Complaints Policy

General communications to employers and others will be made via the Business Development Executive.

Improving our performance

OxPE has an excellent reputation amongst employers for the delivery of its current commercial and Apprenticeship training programmes.

We use a series of techniques to constantly monitor our service to employers. These include:

- Employer surveys/interviews and/or reviews for all Apprenticeship and commercial programmes
- Employer feedback at the regular learner/Apprenticeship workplace visits and calls
- Analysis of complaints data
- Feedback from agency / regulatory organisations, such as Awarding Organisations, End-point assessment organisations, Ofsted and ESFA
- Website data, including FAQ's
- Social media comments

All of this intelligence will enable us to review our performance and ensure that we constantly work to support our employers in the effective delivery of their Apprenticeship programme.

Signed:

Date: December 2023