



DigitalMarketingMentor

Employer Engagement Strategy

Statement

The purpose of this policy is to set out the commitment of Digital Marketing Mentor to provide a range of training which supports the development, in both young people and adults, of the skills that are necessary for a productive and competitive economy. The core purpose of Digital Marketing Mentor is to support people to develop skills in the broadest sense and to encourage talent, knowledge, resourcefulness and creativity. Digital Marketing Mentor seeks to deliver skills at all levels, in order to support the development of an advanced competitive economy and make us a fairer society, offering equal opportunities for all. We will focus on the employability and progression of learners and deliver the skills and qualifications which individuals, employers and the economy need.

Scope

This policy covers all training offered by Digital Marketing Mentor, including (but not limited to) apprenticeships, NVQs, Corporate Training and Compliance Training. The principles and aims articulated in this policy will inform strategic and business planning decisions in relation to deciding the future direction of the business.

Objectives

Digital Marketing Mentor will develop its staffing, allocate its resources, and design its infrastructures in order to continue to move towards a service which is driven by the needs of its learners and its employers. Our employer facing strategy will drive forward local economic growth and social justice and equality of opportunity.

Improving our offer to employers through:

- Making employers aware of the range of training options through appropriate information channels;
- Project planning to ensure, for each company, an understanding of underlying business need and an adequate analysis of training needs;
- Providing briefings for delivery staff, employers and employees to ensure shared expectations;
- Handling enquiries promptly and efficiently and reviewing standards of customer service regularly;
- Developing flexible lifelong learning to meet both the employer and employee needs;

Providing high quality training through:

- Ensuring a high level of relevant skills and qualifications when recruiting delivery staff;
- Ensuring standardisation of operational and delivery practices, including regular feedback to learners and employers
- Regular performance reviews and observations of the people delivering training solutions;
- Regular review of the resources available for training.

Quality improvement through:

- Regular feedback from both employers who use Digital Marketing Mentor services and those who do not, in order to improve perceptions and the overall offer;
- Acting promptly to respond to feedback and/or complaints in order to improve services;
- Reviewing outcomes following delivery to identify unmet needs and inform further actions;
- Managing and maintaining a database of employer contacts;
- Measuring employer satisfaction;
- Continuing to evolve and improve the training offer, offering teaching and learning strategies which motivate, stimulate and encourage the learners as well as meeting the employer's requirements;
- Regular review of the resources available for training.
- Maintaining the standards originally achieved through Training Quality Standard (TQS) and any other relevant accreditations or kite marks in order to guarantee standards:
- Maintaining a portfolio of evidence against agreed criteria;
- Keeping up to date with government policy and advice; External Quality Assurance Agency, Sector Skills guidance; awarding bodies and qualification frameworks;
- Using labour market information to support the strategy, analyse the market and determine the need of key customer groups;
- Working in partnership, wherever possible, to increase the availability and accessibility of training opportunities.
- Adhering to Digital Marketing Mentor's general and specific duties under the relevant equality legislation.

Management responsibility

This policy will be overseen and monitored by the Managing Director. They will be responsible for developing and supporting the mission of Digital Marketing Mentor in relation to employer engagement and overseeing progress towards target.

They will take responsibility for ensuring that the principles outlined in this policy will be integrated within their strategic and operational decision making processes.