




Continuous Professional Development Policy

Issue Date	February 2022
Date of Next Review	February 2023
Responsibility	Quality Director
Signature	

Statement and Vision for Continuous Professional Development

Digital Marketing Mentor's Vision for CPD is to:

Continually develop our teaching mentors to ensure they remain highly effective with up to date professional and industry knowledge and skills. To ensure each teaching mentor is a professionally confident teacher able to deliver first class provision supporting each learner to achieve their highest potential.

Continuous professional development (CPD) is the term used to describe the learning activities professionals engage in to develop and enhance their abilities and skills.

Digital Marketing Mentor (DMM) values its employees and associate employees and their expertise and understands the impact they have in contributing to its continued success. Delivering outstanding Teaching, Learning and Assessment (TLA) is the vision of DMM and we continuously seek to enhance and improve to provide our learners and apprentices with the best possible experience supporting them to reach their highest potential.

The purpose of this policy is to outline the principles by which continuous professional development (CPD) is encouraged and supported. The identified training needs originate from various sources which includes appraisals, observation action plans and suggestions and feedback from our learners, employers and stakeholders.

Scope

This policy applies to all staff members employed by DMM. Development activities which have no direct relevance to the individual's role or objectives of DMM are not within the remit of this policy.

Staff (including associate staff) must proactively engage with and take responsibility for their own professional development as well as undertaking mandatory and relevant training required for their particular role. Staff are expected to make themselves available for development opportunities provided to enable them to keep their skills updated and respond flexibly to change.

CPD is any activity which enables a member of staff to be more effective in carrying out his or her professional duties which can include but is not exclusive to:

- attendance at external events and conferences
- completing e-learning webinars and programmes
- attending training workshops/seminars
- attending best practice, standardisation and ideas sharing events
- completing relevant qualification courses
- Reflective CPD, for example:
 - reading relevant news articles, documents and publications such as books by leading experts, industry journals and trade magazines (in print or online)
 - podcasts & case studies and industry updates.

Digital Marketing Mentor will:

Ensure all members of staff, whether permanent or associate, are trained to levels appropriate to their job roles in order to meet our statutory obligations and to provide the best possible service to our learners, employers and other stakeholders.

Require all staff whether permanent or associate to participate in certain staff development and standardisation activities which will be mandatory for all staff to undertake at various intervals depending on their role.

Identify CPD needs through robust quality assurance activities whilst also recognising excellence in teaching, learning and assessment.

Ensure all staff members are provided with an individual development plan as a result of quality assurance and improvement activities such as the observation process, learning walks, peer observation and the internal appraisal process.

DMM will support staff to achieve the agreed objectives documented on each individual's development plan and will monitor progress against targets through the observation and quality assurance cycle.

Ensure staff work collaboratively by sharing best practise and utilise the strengths of each member of staff by providing an effective internal support network.

Provide a continually updated toolkit for mentors to support the development of their pedagogical skills and knowledge.

Analyse and learn from the feedback gathered from learners, apprentices and their employers to identify how we can continually improve to provide an outstanding experience and inform staff training needs.

When a CPD need is identified, consideration will be given to the most appropriate method for completing this need, taking resources into consideration.

DMM may provide financial assistance to those undertaking formal qualifications via the part time extended application process. However, providing financial assistance will be dependent on staff being up to date with all required mandatory training. The decision communicated on funding courses will be final.

Teaching and Learning Staff (Permanent or Associate)

Full time staff are required to complete a minimum of 30 hours CPD per academic year. For part time staff this is pro-rated in accordance to the contracted hours.

Must engage in the induction activities as directed by DMM.

Must complete an Initial Teacher Training (ITT) qualification – this is essential to their role within the first year of employment. The time taken to complete this must be self-funded.

Continuous Professional Development Policy

February 2022
QAV023

Ensure engagement with industry upskilling and being vocationally relevant.

Provide CPD logs as requested by DMM every 6 months

Complete mandatory training and attend **standardisation** meetings as requested

Maintain membership with affiliated organisations linked to your subject specialism i.e., CIPD membership

Attend CPD both internally offered and externally sourced as deemed essential to the job role

All Staff

Must engage in the induction activities as directed by DMM

Must complete mandatory training including refresher training as directed by DMM. This includes Safeguarding Awareness, Equality and Diversity, Prevent Awareness, Data Protection. There may be other training deemed mandatory for specific staff members to attend.

Attend CPD both internally offered and externally sourced as deemed essential to the job role.