



EXECUTIVE DIRECTOR

The Directors of Careers England (the Trade Association) are seeking to secure the services under a consultancy/supplier contract of a new **Executive Director** to replace Paul Chubb when he “retires” from this role at the end of September 2014.

Applications are invited from candidates who are able to:

- Demonstrate the highest level of professional understanding of the national policy context in England affecting ‘careers services – products and services for all age groups, in all settings’
- Maintain this level of professional understanding through committing the requisite research time as an expected part of the consultancy role
- Promote Careers England, network with key figures in the Careers world and build relationships with Government Departments, politicians and partners such as the CSSA, CDI etc.
- Represent Careers England at key national meetings and conferences to include giving presentations, contributing to consultations etc.
- Prepare and deliver the Careers England Business Plan on an annual basis, the current plan is attached below for reference.
- Report to the Board and facilitate the Task Groups established by the Board
- Lead the Careers England communications strategy, including directing the work of the Communications Co-ordinator and liaising with the CE website provider
- Handle queries from members and partners, maintain and grow the membership of Careers England

The successful candidate will:

- Be highly experienced in the careers sector, with a wide and influential personal network of contacts.
- Be innovative and proactive and able to undertake appropriate actions with a minimum of direction.



- Have excellent written and oral communication skills, as well as experience of lobbying and working with Politicians and Civil Servants.
- Be self-motivated, able to work independently and have experience of working with a Chair and Board.

Careers England will enter into a consultancy contract with the successful candidate, the annual service fee is £20,000 plus approved expenses. We hope to appoint a successor to Paul in time to allow for a handover from June to September; a retainer of £2000 will be paid for this period to the successful applicant.

For an informal discussion please contact Paul Chubb (07976 575536 and mail to paul.chubb@careersengland.org.uk). **A letter of application and CV should be sent to Katharine Horler, Chair of the Selection Panel, c/o Adviza, 11th Floor Ocean House, The Ring, Bracknell, RG12 1AX or katharinehorler@adviza.org.uk by FRIDAY 7th March 2014.**

Interviews will be held in London on FRIDAY 25th April 2014.

.....

THE 2013-14 BUSINESS PLAN As approved by the Board, 18.4.2013

INTRODUCTION:

The five THEMES to drive our business plan are based upon seeking to build upon our agreed corporate strategies for Careers England during reviews of progress by the Board during the preceding year – 2012/13.

*In this 'new era' for England's publicly-funded careers services for all ages, the Board believes that we need to see 2013-14 as a year of continued strong lobbying, consolidating our position as **the** authoritative corporate voice in the careers sector across England.*



This approved plan takes account of consultations by the Executive Director with the full membership during February and March, and was presented on 18.4.2013 to the Board for approval and implementation.

This Plan is not a public document; it is the guiding statement of the core plans and policies to be implemented by Careers England's Board, its Task Groups and its Executive Director. It will be reviewed at every Board meeting during the 2013-14 business plan year.

- **THEME ONE: ACTING EFFECTIVELY AS THE DISTINCTIVE EMPLOYER VOICE IN THE CAREERS SECTOR IN ENGLAND**

"We will ensure that our starting point is always the distinctive perspective of the Full Corporate Membership of CE, driven by the employer perspective; in doing so, we will maximise consultation and involvement of all Member representatives (including our Affiliates & Associates) in everything we say and do - so that Themes 2 to 5 are Member driven".

1.1 Our Board, appointed by the Members, has seen minimal changes in 2012/13 and going into 2013/14 is functioning effectively as a team – led by the Chair and the Executive Director. During the past year, the Chair of the Board has also established a strong national presence (including giving oral evidence to the Select Committee and a number of national radio interviews).

1.2 Our four Task Groups have continued the practice of actively gathering evidence and views to inform the actions we should take in response to the impact of the stages of implementation of the 2011 Education Act and its provisions for careers guidance services for young people in schools (at 16+ in 2012, and post 16 in schools and colleges from 2013), and the implementation of the National Careers Service (NCS) from April 2012.

1.3 This model of consultation with the Membership, in drawing up our policies and lobby strategies, will continue to inform all that we do in this important second year of the new era for England's careers service provisions.

1.4 In turn informative communications with the Membership, directly through the long-established mailings and through the increasingly well-used website (with its Member-only sections), will be a crucial part of ensuring that the distinctive view of CE is Member-informed and -driven.

1.5 Our Membership base has grown during 2012-13 to its largest ever. The categories of Member have been reviewed and adjusted (Affiliate and Associate categories now more appropriately reflect the growing numbers of



smaller traders joining CE – as Affiliates, and organisations wishing to be associated with CE – as Associates). We will continue to seek to grow the Membership during the coming year.

1.6 We will also strive to ensure that swift, timely and accurate information is communicated with Members on further developments concerning policy issues across Government as they might affect our Members' products and services.

1.7 During the year we will also review options to add administrative support facilities so that even more effective use can be made of the Executive Director's contracted time.

- **THEME TWO: COLLABORATION & PARTNERSHIP:**

"We will continue to work to ensure that those partnerships which are established in the careers sector in England, function in collaboration, not competition; making effective use of modern cost effective and time efficient communications; and demonstrating value for money – in order to influence the next stages of reviews of the 'new era', gathering further evidence of the impact of the new statutory arrangements from September 2012 (for schools), the extension of duty to years 8 and post-16 (including FE) from September 2013, and the next phase in the development of the NCS".

2.1 CE has continued to be effectively represented/actively involved in a number of key forums and partnership arenas. Principally this involves Membership of the renamed **Careers Sector Strategic Alliance** (formerly the UK Careers Sector Strategic Forum), as well as maintaining close links with both the **Career Development Institute**, and the recently established **National Careers Council**.

2.2 We will continue to maintain regular and as effective as possible dialogue with the CDI (*which has now replaced the ICG, ACEG, NAEGA & ACPI*), NCN, LGA, UNISON, CBI, AELP, ASCL, AoC, ACEG and NAHT (including through the now well-established **Quality in Careers Standard Consortium Board**).

2.3 The Board will look to the Workforce Task Group to take a lead in links with the CDI on workforce development matters.

2.4 In each of these partnerships and relationships, we will seek to articulate - from our distinctive perspective - the benefits to users and beneficiaries of careers services which are organisationally sound, professionally delivered and robustly quality assured to national standards (see also Theme 4 below).



- **THEME THREE: INFLUENCING NATIONAL POLICY** with a particular focus upon promoting social mobility and future employability:

“We will continue to work to influence further policy developments, implementation strategies and reviews of the effectiveness or otherwise of elements of this ‘new era’ – including assisting the key Departments of HMG (DfE, DBIS and, where possible, DWP) and the NCC to hear the views of service users, so that we influence future commissioning, procurement, contracting and resourcing arrangements”.

3.1 Through the links we have established - as exemplified in Theme 2 above - , with direct contacts with DfE, DBIS, DWP and with opposition parties in Parliament (bearing in mind the continuing high level of visibility we can expect in the way the new duties and the NCS are being scrutinised in the coming year), we will strive to influence all aspects of further policy development and review. There remains work to do in respect of links with DWP – and we will look to the Task Groups to assist the Board in this.

3.2 We will address the continuing implementation of the Education Act - the new duties on schools (and post 16 in schools and colleges from September 2013) to secure independent careers guidance, in the context of the raising of the participation age - and the NCS.

3.3 We will also seek to influence future commissioning and delivery of careers services for all ages: both in respect of the NCS, as well as seeking to influence the decisions of schools as they fulfil their duties to ‘secure access to independent careers guidance’ for their students.

3.4 As we seek to influence, we will maximise the contributions of all parts of our Membership through the Board, the Task Groups and the communication systems outlined in Theme 1 above.

3.5 Regular opportunities to issue authoritative and - where appropriate - challenging Press Notices (based upon evidence gathered as well as informed opinion) will continue to form a key component in this strategy.

3.6 We will also produce further authoritative Policy Commentaries - these are a distinctive and highly-valued feature of our public-facing position as a leading voice in the sector.

- **THEME FOUR: QUALITY ASSURANCE AND ACCOUNTABILITY:**

“We will work to ensure that robust quality standards and increased accountability (especially in the schools sector) drive the next phase of this ‘new era’ – so that there are organisational and institutional



standards as well as strong professional practice. This will require: celebrating and promoting modernised professional practices; challenging evident deficiencies, securing evidence of good practice (with further examples to demonstrate to HMG as well as for learning providers and career guidance providers to refer to); and demonstrating consistency”.

4.1 We successfully led the way in 2011/12 & 2012/13 not only in the establishment of, but the implementation of, **the Quality in Careers Standard**. We did so by drawing upon a range of knowledge and expertise in quality delivery and quality assurance across the full range of CE Members’ activity and working with key partners in the CEIAG field. Today we effectively provide both the professional project leadership for the QiCS Consortium Board as well as administrative and financial services for the QiCS project. There is a highly visible QiCS section on the CE website.

4.2 The **Quality Task Group** played a major part in securing the establishment of the QiCS - and as well as continuing to support its action plans, the QTG will also turn its attention in the coming year to reviews of other key components of the quality frameworks required for the future (including the ‘matrix’ Standard) from the perspective of CE’s strong Membership base.

4.3 We will continue to use every best endeavour to advocate the benefits for individuals and for the economy from consistently applied quality assurance processes and procedures - for professional practice, for organisational capability and for the quality of programmes (in terms of content and management) in CEIAG through strong promotion of QiCS. We will also use our voice to call for enhanced accountability in the schools sector in respect of the duty to secure access to independent careers guidance.

4.4 This advocacy will be driven by Members’ views through the mechanisms outlined in Theme 1 above (involving all four Task Groups), with maximum opportunity taken to articulate these with and through partners and relationships as outlined in Theme 2 above.

4.5 Building upon surveys in 2012-13, we will gather further evidence of the impact of (i) the NCS (with the Adults Task Group taking a further lead on this), and of (ii) the changed careers guidance duty by schools (with the 13-19 Task Group taking a lead on this).

4.6 We will also seek to draw both positive and critical lessons from the report due in the summer of 2013 on the ‘January-March 2013 Ofsted Thematic Survey’ of how schools are implementing their new careers guidance duty.

4.7 Building upon work we began in 2012-13, we will seek during the coming year to articulate and advocate the case for more effective use of any and all



sources of public funds invested in any form of 'careers support' for all age groups - doing so by increasing our understanding of, and potential to influence, 'career related' programmes such as the Youth Contract and other DWP/SFA/EC provisions.

4.8 In this, we will always seek to articulate, with evidence, the benefits of quality-assured provision on social mobility, achievement, progression and economic well-being.

- **THEME FIVE: THE EVIDENCE BASE AND FUTURE MEASURES OF IMPACT, OUTCOMES, GOOD WORKING PRACTICES AND BARRIERS TO SUCCESSFUL SERVICE DELIVERY**

"We will work further to enhance the evidence base for the positive impact of careers services - seeking to identify best future measures of impact and outcomes, and gathering evidence of what works well/not so well and why - so that, as the next phase of the 'new era' of service provision for young people and for adults is reviewed and further established, we can influence future developments for the better."

5.1 We will seek to maximise further opportunities, as budgetary provisions permit, for additional directly commissioned desk and/or field research to enhance the evidence base upon which we build our strategies and articulate our views. This will be led by one or more of the Task Groups and project managed by the Executive Director as part of the future professional services budgets.

5.2 Two key surveys undertaken in 2012/3, on the NCS and on school duty to secure independent careers guidance, will be updated and expanded during the coming year. A review of our Members' experiences of the revised matrix Standard will be instigated by the Quality Task Group.

5.3 Building upon the advocacy set out in Theme 4 above, we will also seek to maximise the opportunity to harvest further evidence of the positive impact of services for all ages and in all settings in which our Members provide publicly-funded services (covering funding streams emanating from DfE, DBIS/SFA/EC and DWP).

5.4 Capitalising upon the wealth of expertise within our overall Membership, we will ensure that all four Task Groups play a significant role in the gathering of data, views and evidence across the full spectrum of our Members' activities.

- **CONCLUSION:**



6.1 The Board sees 2013-14 as a crucial year for us to consolidate the position of CE as **the** primary corporate voice in the careers sector across England.

6.2 In this 'new era' the Board will continue its policy of strong lobbying activity in respect of all aspects of the further development and review of England's changed (and still changing) policy framework for publicly-funded careers services for all.

6.3 The revised Vision, Mission & Values statement of CE below is reaffirmed for the coming year.

Paul A. Chubb Executive Director, Careers England

As approved by the Board on 18th April 2013

www.careersengland.org.uk

paul.chubb@careersengland.org.uk

Our Vision, Mission & Values

Vision

Careers England aims *"to be recognised as the informed corporate voice of the career guidance industry in England"*.

Mission

As a Member-driven trade association supporting the career guidance business activities of all of our Members (Full/Corporate, Affiliate & Associate) in *"promoting social mobility, achievement and economic well-being for people of all ages"*, our mission is to:

- act on behalf of all of our Members -including via appropriate lobbying at national level and positive campaigns- to demonstrate the beneficial contribution of independent and impartial careers information, advice and guidance for people of all ages, to securing the economic and social health of the nation.



- enable our Members to work together to share intelligence on market opportunities and features, views, practices and approaches so that the association both enhances and draws upon the collective knowledge and expertise of its Membership.
- act on behalf of our Members in advocating the case for a 'level playing field' (and appropriate length of contracts to enable investment in research, development and continuing professional development) in the procurement and contract management of all publicly-funded information, advice and guidance services for all ages.
- secure meaningful strategic alliances with partner organisations (both within the wider careers sector and with associated key stakeholders) which share the outcomes sought by the trade association, for the benefit of individuals, communities, employers and the nation.

Values

Underpinning this **Vision** and **Mission** are the following core **Values** of our association:

- *Promoting with integrity the highest standards of ethics, equality and diversity amongst our Members* including publicising more widely the core beliefs and agreed policies of the trade association (where appropriate, doing so in partnership with other key stakeholders and agencies).
- Demonstrating knowledge and articulating the benefits of career guidance products and services based upon collected and/or identified evidence from business experience from the Membership and wider sources nationally and internationally.
- Focussing upon the economic and social benefits of the products and services which our Members offer for individuals and the economy.
- Maintaining a strong professional awareness of the environment and context in which our Members operate.
- Valuing the contributions and direct involvement of representatives and nominees of our Members in the Board, the Task Groups, Working Groups and other means.
- Providing a consistently professional and commercially sound (as well as robustly challenging) approach to key issues of concern to our Members and the beneficiaries of their businesses' products and services.