



PATH YORKSHIRE

EMPLOYER ENGAGEMENT OFFICER - JOB DESCRIPTION

Responsible to: Chief Executive
Salary: £20,000 a year pro rata (plus 5% pension contribution)
Hours of work: 22.2 hrs per week
Base: PATH Yorkshire, 29 Harrogate Road, Leeds LS7 3PD
Period of contract: One year fixed term (renewable)

Job Purpose

To deliver a range of PATH activities within the New Roots project. New Roots is a service run in partnership between RETAS, Refugee Council and PATH Yorkshire. The project is part funded by the EU Asylum, Migration and Integration Fund. Making management of migration flows more efficient across the European Union.

The project has been designed to provide a holistic approach to supporting refugees in Leeds and West Yorkshire. This Employment Engagement Officer post will look to create new partnerships and develop strategies and materials to effectively engage with employers and project participants. The post holder will generate leads to enable the NR Employer Officer to meet their targets and generate work placements and employer visits for refugees.

1. Job Description

- 1.1. Working with the Project Manager, the post holder will play a lead role in the strategic development and direction PATH's employer engagement activities ensuring the effective implementation of an agreed strategy and to ensure that project targets are met.
- 1.2. Build and manage the relationships with HR and CSR Managers in large and small businesses on behalf of PATH's clients.
- 1.3. Work with key members of the team to develop new and innovative projects aimed at supporting the training and employment needs of refugees.
- 1.4. To work closely with Employment officers to ensure that suitable job opportunities are generated.
- 1.5. To prepare, plan and project manage the publication of all PATH's New Roots publicity material, including keeping the organisation's website up to date and maximising the use of social media with a view of effectively engaging with employers.

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- 1.6. To actively develop and implement a social media strategy to support the delivery of the project objectives.
- 1.7. Research and understand geographical labour markets in the areas of PATH's operation to more fully understand the needs of local employers and the range of potential opportunities that could be of benefit to refugee clients.
- 1.8. Research and connect with local agencies across delivery locations offering similar or complementary support to refugees or other unemployed groups to understand more fully the opportunities for partnership working, cross referrals and other strategic or practical links.
- 1.9. Build sustainable regional partnerships with employers and industry bodies to generate a range of opportunities for refugees to organise work placement's and employer visits.
- 1.10. Develop models of employer\corporate engagement that compliment PATH's specific services and client needs.
- 1.11. Create and implement marketing campaigns to raise New Roots profile in its agreed area of operation and with strategic agencies.
- 1.12. Convene meetings and develop excellent lines of communication with employment colleagues to ensure all are well informed and up to date on services, employer engagement and changes to the sector that may have an impact or influence the way we work.
- 1.13. Attend business networking events to establish new contacts with businesses that would help PATH delivery in the New Roots project.

2. Information, evaluation and reporting

- 2.1. Working with third parties as needed to produce clear and compelling marketing materials to support the initiation and development of employer/corporate relationships.
- 2.2. Effectively monitor and evaluate corporate relationships to ensure we are constantly learning from experience and feedback.
- 2.3. Provide regular updates and a monthly report to managers on all key news and activities against agreed objectives.
- 2.4. Provide or contribute to compiling progress reports for delivery partners and/or funders as directed.

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2.5. To oversee and manage budgets relating to this area of work by liaising with colleagues and services to ensure expenditure is in line with allocation.

2.6. Work with the wider employment teams to ensure that learning and best practice is disseminated. Develop good practice guidance on supporting clients.

3. Other

3.1. Organise and manage your own time using resources effectively and balancing demands to meet priorities of the service.

3.2. Develop an understanding of the issues affecting refugees and their employment/career opportunities.

3.3. Keep up-to-date with developments and trends within your job role, the voluntary sector and business through relevant publications, websites, conferences and networking that will enhance the role and wider services.

3.4. Work with colleagues to ensure employment engagement is marketed effectively to reach existing and new target audiences.

3.5. Develop excellent team working with all elements of the Integration and Resettlement teams in support of the individual's longer-term integration.

3.6. Actively promoting equality and diversity in line with PATH's equal opportunities policy

3.7. Any other duties that from time to time may reasonably be required.

3.8. Willingness to work flexibly and at various locations according to the needs of the service.

3.9. Work out of hours to attend networking events to promote NR project.



4. Application Form

- To obtain an application form by post please email info@pathyorkshire.co.uk or call us on 0113 2624600 to request an application.
- Application Form can also be downloaded from Vacancies page of www.pathyorkshire.co.uk
- Deadline for applications is Wednesday 29th of May 2019 at 12.00
- Completed application forms should be emailed to daniel.mundet@pathyorkshire.co.uk or posted to Daniel Mundet, PATH Yorkshire, 29 Harrogate Road, Chapel Allerton, Leeds LS7 3PD.
- CV submissions will not be considered as an application nor part of an application.



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EMPLOYER ENGAGEMENT OFFICER – PERSON SPECIFICATION

Personal qualities and skills		MOA
An active commitment to the promotion of equality, cohesion and diversity	E	
An excellent organiser	E	
Self-motivated and pro-active	E	
Excellent inter-personal and communication skills	E	
A confident public speaker	E	
An ability to write plain English reports	E	
A willingness to work flexibly as part of the PATH team and across the organisation	E	

Job-related knowledge	Essential	MOA
Knowledge of the barriers refugees face when attempting to access education, training and employment in this country.	E	
Demonstrable experience of using social media.	E	
An ability to produce and disseminate a range of innovative marketing materials to effectively engage with clients and employers	E	
Marketing or Business degree	D	
Excellent communication and presentation skills.	E	
Excellent partnership and networking skills both internally and externally	E	
A demonstrable commitment to equal opportunities	E	



A good understanding of PATH's role as a provider of employability and training support for BAME individuals	E	
A demonstrable ability to make the maximum use of social media and IT to promote PATH and its activities with a view to engage with employers	E	
A demonstrable ability to encourage and persuade a range of stakeholders to make use of PATH's services	E	
An ability to evaluate the effectiveness of PATH's engaging activity and advise senior managers on any changes that would benefit the organisation	D	
Previous experience	Essential	MOA
Significant experience of engaging private sector businesses in support of voluntary sector activities	E	
Experience of delivering, monitoring project activities and reporting of achievements\issues.	E	
Significant experience in a marketing role, preferably with a voluntary sector organisation	E	
Experience of developing creative and marketing models of partnership working with businesses in support of adult training and employment needs	D	