

JOB DESCRIPTION

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| JOB TITLE: | Project Officer – All Age Advice Service Pilot |
| MANAGED BY: | Project Manager- All Age Advice Service Pilot |
| GRADE: | 9 |

BACKGROUND

The West of England Combined Authority is seeking to appoint a Project Officer to join the Business and Skills team.

This is an exciting time to join the West of England Combined Authority. In the last year nearly three quarters of a billion pounds of new investment has been secured for the region. New plans are in place to deliver on Mayoral priorities to improve transport, skills and housing for our residents, take decisive action to tackle the climate emergency, and to support communities facing the cost-of-living crisis. There is a relentless focus on delivery to put the West of England on the map for regional, national and global success.

Led by the regional Metro Mayor, the West of England Combined Authority brings together three local councils, the Local Enterprise Partnership and works with communities, other public services, and industry to deliver for the region.

You will be a key player in making the West of England the best it can be for jobs, training and inward investment. We are delivering on bringing secure and fairly-paid jobs to the region, supporting people to gain new skills, and businesses facing economic uncertainty. We are building on our reputation as a region of innovation and creativity.

Come and help shape the future of the West of England, a place so many people are proud to call home.

THE ROLE

The All-Age Advice pilot will look to develop a ‘shop window’ to the employment and skills support & advice available to residents and businesses in the West of England. Simplifying access to the skills ecosystem, helping to identify clear pathways of support & increasing engagement onto employment and skills programmes. The development of the All-Age Advice pilot will:

- Improve the visibility of skills provision in the West of England by simplifying the landscape
- Increase referrals and engagement with skills programmes

- Develop an integrated model which facilitates shared best practice, intelligence gathering & dissemination
- Informs policy

This is a highly fluid project, and the Project Officer will need to be able to work closely with the Project Manager to develop, test and propose ongoing solutions for the delivery of all age advice within the 18-month pilot. Critically the role will contribute to the development of a longer-term plan for the service, including the development of a Full Business Case to secure medium-longer term funding and more strategic links with key stakeholder. This involves:

- working closely with the Project Manager, other officers in the People and Skills Team and representatives from the Local Authorities to understand and map the existing skills system and support available in the West of England;
- Take responsibility for providing timely data, evidence and reporting to inform the development of the medium-longer term plan for both the portal and advice service based on learning taken from the pilot phase;
- Take responsibility identifying improvements to the functionality and user experience including exploring options for the integration of other skills and employability tools and resources such as Jobs Connect and labour market intelligence;
- Work as part of a project team to develop comprehensive marketing and awareness raising of the service. This will include leading on the design of marketing campaigns which use various analytics / analytical systems (for which you will be responsible for), to capture the effectiveness of various marketing and comms activities, taking this learning and ensuring it helps to inform and shape further marketing activities.
- Provide the first point of contact for those looking for skills advice from the West of England CA, and signpost to the most appropriate areas of support including LA One Front Door services.
- Support and lead (when required by the Project Manager), with stakeholder engagement to ensure that the medium to longer term service is shaped and informed by greater collaboration between key stakeholders - providing an ecosystem of wrap around support for individuals.

KEY RESPONSIBILITIES

1. Forge and maintain strong professional relationships with the Project Manager, representatives from the Local Authorities, employment and skills providers and other key stakeholders across the West of England to map the existing support available, support with the promotion of the service and related portal and to drive up traffic to the portal.

2. Lead on the development of a suit of diagnostic tools to support individuals, providing a first point of contact to those looking for skills advice from the West of England CA. This will include providing tailored signposting to a plethora of skills provision/support depending on an individuals need.
3. Lead on maintaining the information in the Employment and Skills Portal to ensure it is accurate and up-to-date. Take responsibility for the identification of improved functionality to ensure a high-quality customer journey. Critically, capture and report learning from the pilot stage and inform/shape the longer-term vision for the service, providing intelligence and evidence for the Full Business Case.
4. Design data management, data protection and reporting processes to support the monitoring of the All-Age Access Service, including building an appropriate mechanism for the storage of enquiries, data and referrals. This will include taking a lead on the timely reporting of various performance metrics to both senior managers within the CA and Skills Officer Leads from the LAs.
5. Take responsibility for ensuring that data capture and reporting demonstrates the impact of the All-Age Access Service adhering to the Monitoring and Evaluation Framework.
6. Work closely with the Project Manager, Local Authorities and wider people and skills team to identify trends and data/intelligence around need to support the future direction of employment and skills support, adapting and changing the nature of support when required.
7. Work collaboratively with the Project Manager and Senior Skills Analyst to design the integration of suitable Labour Market Intelligence into the All-Age Access Service, including building appropriate links to the People & Skills service data dashboard.
8. Explore and identify ways in which Jobs Connect can be aligned and integrated into the All-Age Access Service, setting out detailed justifications and recommendations to the Project Manager and other senior managers and lead on the integration.
9. Capture and analyse stakeholder and user feedback on the support received and use this to inform adaptations and improvements to the service.
10. Working with Marketing and Comms, lead on the collation and monitoring of monthly website analytics to gauge and improve usage of the portal and measure the effectiveness of the service/marketing activities.

11. Participate in and represent the team at meetings, substituting for the Project Manager when required.
12. Support the Project Manager in developing the Full Business Case to secure future funding for the All-Age Advice Centre and service to support ongoing needs and achieve longer-term benefits.
13. Engage with stakeholders (internal and external) to help understand the current barriers to using the portal and service, bringing this learning into improved functionality and marketing etc to ensure increased usage.

The duties and responsibilities in this job description are not exhaustive and the job holder may be required to undertake other duties within the general scope of either the level or nature of the post.

PERSON SPECIFICATION

ESSENTIAL (MUST HAVE)

Qualifications and Knowledge

- Education to degree level or able to demonstrate equivalent professional experience in a relevant sector.
- Knowledge of project management methodology.

Experience

- Experience of communicating (written and oral) with a wide range of people.
- Experience of presenting data and progress of projects/programmes in various formats including presentations, verbally and in written reports.
- Experience of managing and monitoring projects including experience of evaluating benefits/impacts.
- Experience of collating and analysing data, as well as demonstrable experience of using this intelligence to inform the delivery of projects or make recommendations.
- Linked to the above, understanding of websites and website analytics and how these can be used to drive up traffic/usage.
- Experience of working with a variety of stakeholders and coordinating people to work together around wider project objectives.
- Working in a customer facing role/delivering face-to-face services.

Skills and Competencies

- Highly organised with the ability to prioritise work independently, and work across a wide range of often diverse tasks on a daily basis.

- Ability to work individually with minimum supervision and as part of a multi-disciplinary team.
- Proficient in the use of standard Microsoft Office products, with a willingness to work with new technology/software to achieve project aims.
- Able to manipulate data for dashboards and present data effectively.
- Strong analytical skills with the confidence to ask further questions and get to the details of the data.
- Knowledge of effective records management process.
- Highly motivated with demonstrable experience of achieving personal and team objectives.
- Strong people skills with demonstrable experience of working with a range of stakeholders. Especially in supporting and advising others through challenges and issues in delivering projects.
- Passion for contributing to a project which will support residents in the West of England to gain skills which will support them to move closer to the labour market.
- Excellent communicator with strong written English.

DESIRABLE

Qualifications and Knowledge

- Project management qualification.
- Knowledge and understanding of the broad skills eco-system as it applies to individuals, SMEs and larger businesses in the West of England.
- Knowledge of the careers advice and/or employment and skills landscape having worked in areas such as: schools, FE, HE, Local Authority and/or Government institutions
- Experience of working in the public sector.
- Experience of working in an education/skills environment

REWARDS AND BENEFITS

Alongside a competitive salary, we offer an excellent benefits package including:

- 25 days Annual Leave plus bank holidays
- Generous Employer-Contribution Pension Scheme through the Avon Pension Fund
- Cycle to work scheme and secure bike parking
- Free eye tests for all display screen equipment (DSE) users
- Discounted monthly bus tickets
- Hybrid working to split your week between the office and home to help you achieve the best work/life balance and career goals.

We are about to move into a new bright, airy, modern office space, with all latest technology, under a 10 minute walk from Bristol Temple Meads Train Station. We offer flexible and hybrid working options too if you would rather work from home, or another suitable location.

As an equal opportunities employer, we invite applicants to contact us to identify any additional support they may need during the recruitment process.

WE PAY THE LIVING WAGE

We're proud to have been accredited as a Living Wage Employer

Living Wage accreditation means that everyone working at The West of England and Combined Authority receives a minimum hourly wage of £9.90 - higher than the government minimum for over 23s, **currently £9.50 per hour**



It also means that anyone who provides services to, or has contracts with us, must pay the Living Wage, setting the bar for good employer practices in the region. This includes those who provide services to The West of England and Combined Authority, such as cleaning and facilities management contracts, as well as those who have contracts with us - such as IT providers.