

The Career Development Institute (CDI) Student Conference 2024

Working in the Public sector - Presenter
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Workshop objectives – By the end of the workshop you will have:



Been introduced to the expansive range of roles within the career development sector



Developed an understanding of 'A Day in the life of' a Careers Adviser and Area Manager with the National Careers Service



Greater understanding of the importance of Continuous Professional Development (CPD)

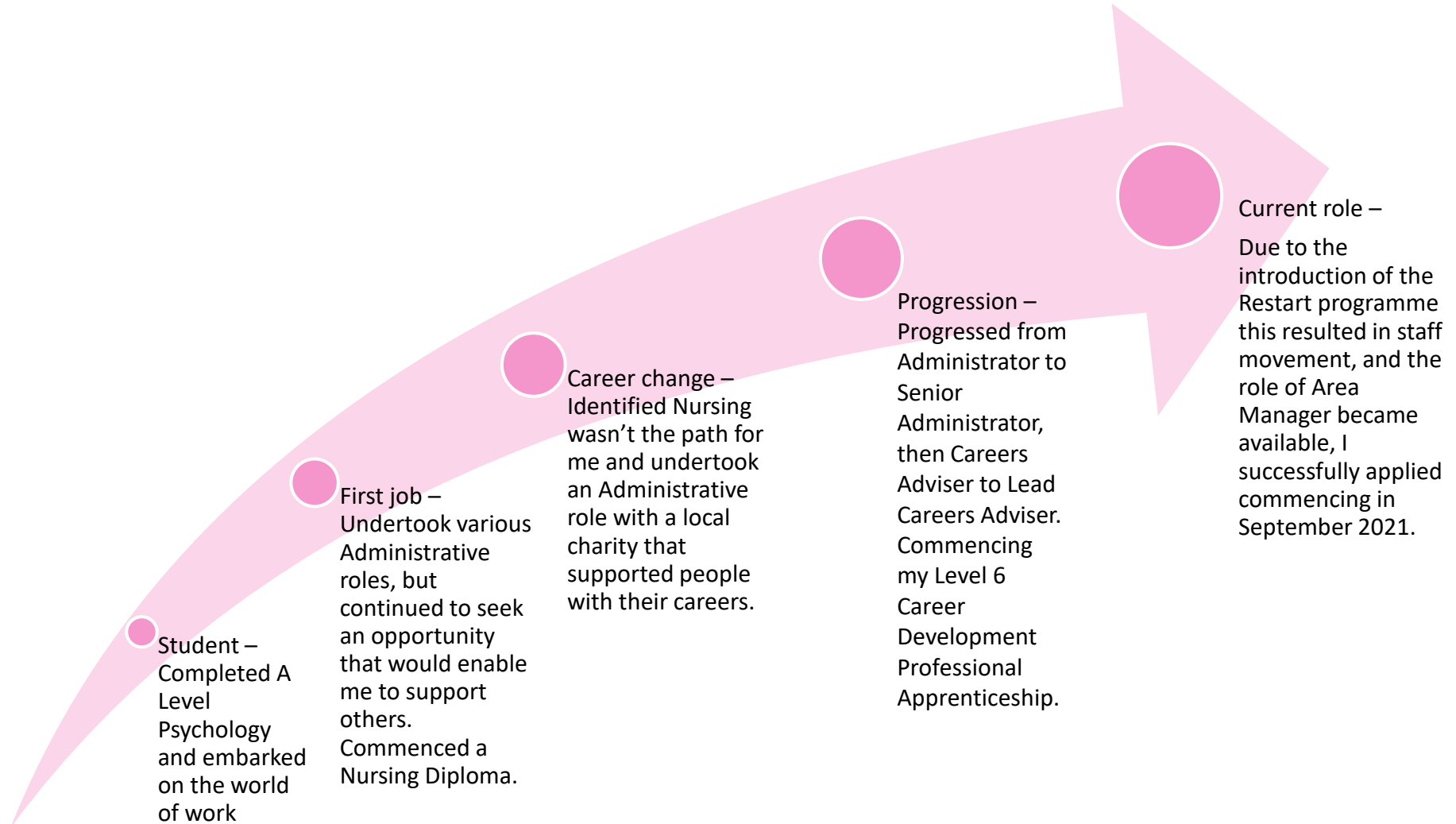


Awareness of the benefits of joining professional networks and multi-agency working.

Roles within the career development sector

- ▶ I attribute the start of my journey in this sector to 'planned happenstance', (Mitchell, K. E., Levin, S., & Krumboltz, J. D. (1999)). With skills in administration, customer service and a willingness to embrace a new career opportunity, I undertook a temporary position, this opportunity developed from what was initially a two-week contract into a much longer career journey. I commenced the role of Careers Adviser with a small local charity. Delivering on the *Next Steps* contract before this became the National Careers Service in April 2012.
- ▶ As a Careers Adviser you would deliver impartial and personalised Careers Information, Advice and Guidance (CIAG), for the National Careers Service we support those 13 to 18 years of age digitally by phone, webchat or email, and adults both digitally and face to face.
- ▶ Careers Advisers could also deliver CIAG to prisoners in custody, working with citizens on programmes such as Restart or Work and Health, supporting long term unemployed or those with a health condition or disability.
- ▶ Other roles within the Public sector include:
 - ▶ Operations Manager - Ensuring all performance targets are met, supporting and leading Delivery Managers and their team in the provision of services. Ensuring effective deployment of resources and achievement of financial, performance and qualitative Key Performance Indicators (KPIs). Providing inspirational leadership to drive growth in provision.
 - ▶ Quality and Compliance Manager – Ensuring that recognised standards are embedded throughout all career guidance work such as Gatsby Benchmarks, Ofsted and Matrix standards. Ensuring diverse opportunities for the professional development of staff working in the service, including observations of Careers Advisers practice and reporting of customer feedback to funding bodies to demonstrate the impact of the service.

My career journey



A 'Day in the life of' a National Careers Service Careers Adviser

- ▶ Having joined the sector in 2005, I joined Prospects in 2011 who I still work for today, and they are now part of Shaw Trust which is the UK's largest Not-for-Profit (NFP) social enterprise in the employment sector. Progressing through various roles to the role I do today, an Area Manager for the Black Country.
- ▶ No two days are the same and it is an incredibly rewarding and varied role. Throughout your work as a Careers Adviser you'll be ensuring you uphold the core values of your organisation, people really are at the heart of what we do and we aim to be inclusive, and always work with integrity. You will be supporting a diverse range of customers, helping school or college leavers right through to professionals looking to change career, or upskill to improve their opportunities for promotion.
- ▶ As an Adviser you would be utilising your professionalism and varied skill-set to make a positive and lasting impact on peoples lives. You may be supporting customers at any stage in their career, you might be helping someone in employment who is facing redundancy or someone who is distanced from the labour market having been out of work for a long period of time.
- ▶ We support customers both face to face and digitally, working with individuals or groups of people, you may work on a project targeted to support a particular demographic, for example we delivered one of the Pathfinder projects in Walsall as part of the Levelling Up agenda. Part of your role as a National Careers Adviser is supporting customers to develop a Careers and Skills Action Plan, devising Specific Measurable Achievable Realistic and Timebound (SMART) goals to enable people to manage their career.

A 'Day in the life of' a National Careers Service Careers Adviser continued

- ▶ Guiding customers through use of assessment tools to help them understand and identify their skills and strengths, and how to utilise their transferable skills when changing career or setting out on a new career path
- ▶ Helping navigate resources of labour market information, identifying upcoming opportunities for work, education or apprenticeships, working in collaboration with our partners, and liaising with employers and training providers to source opportunities for customers
- ▶ Managing a caseload of customers and provide ongoing support to help them progress into learning and employment, helping raise customers aspirations and motivate them to fulfil their potential
- ▶ Throughout this role you will be working collaboratively in a team supporting and encouraging one another, really drawing on each other's strengths, experiences and expertise continuously learning and developing professionally.
- ▶ Qualities and skills you would possess as an Adviser include: Having empathy and being diplomatic, supporting people at difficult times, being flexible and enthusiastic to take up new challenges, being composed when working to tight deadlines, being solution focussed with an enquiring mind and a keen problem solver and being goal and target driven.
- ▶ The highlights of working as a Careers Adviser are when your customers tell you about their success, when they are enjoying their new role or have started a course they've always wanted to do. Knowing you have helped them to progress and move forwards with their careers in a positive direction is always rewarding.

A 'Day in the life of' a National Careers Service Area Manager

- ▶ In my current role I support a team of 15 Careers Advisers to deliver the National Careers Service contract
- ▶ This includes ensuring staff have access to training and development opportunities, to continuously improve their practice and delivering a high standard of service to our customers. Conducting performance review appraisals and observations of practice
- ▶ Handling customer queries and complaints effectively to ensure customer satisfaction, ensuring customers can provide feedback on our service
- ▶ Completing audits of claims made by Careers Advisers, to ensure requirements are met for funding bodies and in accordance with industry standards such as Matrix and Ofsted
- ▶ Driving performance to meet profiles set by funding bodies, for example our funding body is the Department for Education (DfE), and partners such as West Midlands Combined Authority KPI's
- ▶ Developing and maintaining strong working partnerships with stakeholders to ensure the delivery of the service and referral processes are in place to enable multi-agency working.

The importance of Continuous Professional Development (CPD)

- ▶ Career development work, like other occupations, is not immune to change and should evolve in line with the needs of customers that it sets out to support. Through undertaking CPD activity staff can ensure they are delivering to increasingly high standards of quality and performance.
- ▶ The CDI includes CPD as one of the 11 principles in the Code of Ethics, [CDI Code of Ethics - Career Development Institute \(thecdi.net\)](https://www.thecdi.net)
- ▶ CPD can take many forms, some examples of CPD activity include:
 - ▶ Attending the CDI Student Conference
 - ▶ Producing evidence of the development of your Knowledge, Skills and Behaviours (KSB's), this could include time spent researching and completing written assignments for your qualification
 - ▶ Professional discussion and producing case studies
 - ▶ In your day-to-day work this could include peer discussion, attending team meetings, participating in performance reviews and reflective practice.

The benefits of joining professional networks and multi-agency working

- ▶ Through joining professional networks this will enable access to and exchange of information that will mutually benefit people in their professional work and development.
- ▶ The CDI has Communities of Practice (CoP) to enable members to develop networks [Communities and Networks - Career Development Institute \(thecdi.net\)](https://www.thecdi.net)
- ▶ Examples of networks within the public sector include the multiple delivery organisations which would deliver a contract such as the National Careers Service
- ▶ Multi-agency and partnership working differs, and can be defined as organisations working together to achieve mutual aims, some of the benefits to working this way include:
- ▶ Providing a better-quality service to our customers – Through partnership working this enables the service to reach more people and provide a more accessible service for all. Through fulfilling contractual obligations, such as meeting profiles determined by funding bodies, we can simultaneously reach a wider audience. Through delivery from partnering venues such as colleges, community centres or Department for Work and Pensions (DWP) Jobcentres, we can support people who may be economically inactive, at risk of redundancy, or have Special Educational Needs and Disability (SEND).

The benefits of joining professional networks and multi-agency working continued

- ▶ Understanding the local labour market – Through partnership working we may support employers to recruit and be able to career match individuals according to factors such as their aspirations, interests, skills and experience. You may be coaching within your role as a practitioner to help fulfil roles which are in high demand such as in health and social care or engineering and manufacturing.
- ▶ Understanding the needs of citizens – Through engagement with other organisations this enables you as a practitioner to become more informed about the wide-ranging support and services available, you may be advocating on behalf of a client to access a service they require, or sign-posting them to access professional support and information such as from their GP. Maintaining up to date knowledge and awareness is incredibly important to support your clients, ensuring your professional boundaries are observed and enabling clients to independently manage their careers.
- ▶ Partnership working is an important part of ensuring the success of the National Careers Service and many contracts through enabling the provision of quality CIAG to citizens.

On a final note

- ▶ With an ever rapidly evolving labour market and increasing opportunity to access information and resources, the career choices faced by young people and adults can seem overwhelming, that's why the need for Careers Advisers continues to be as important now as it has ever been.
- ▶ I am privileged to be able to continue supporting people who may be at any stage of their career journey, whether they are embarking on the world of work, or leaving a role they have held for many years, as a Careers Adviser your support will long be remembered by your customers.
- ▶ I like to describe each customer's success following their guidance interview, as a microcosm of social mobility. By guiding customers through those first career steps, we can enable people to set change in motion that will impact their lives for years to come.

Thank you for your participation and attendance.

References

- ▶ The Career Development Institute (CDI) Code of Ethics [CDI Code of Ethics - Career Development Institute \(thecdi.net\)](#)
- ▶ The Career Development Institute (CDI) Communities and Networks [Communities and Networks - Career Development Institute \(thecdi.net\)](#)
- ▶ Mitchell, K. E., Levin, S., & Krumboltz, J. D. (1999). Planned happenstance: Constructing unexpected career opportunities. *Journal of counseling & Development*, 77(2), 115-124.