

Role profile

Job Title:	Employer Engagement Officer	Grade:	Grade 9
Department:	Economic Growth	Post no.:	66117
Directorate:	Economy & Sustainability	Location:	Hybrid – based at Perceval House with employer visits

Role reports to:	Apprenticeship and youth offer programme manager
Direct reports:	
Indirect reports:	Project support officer, Finance officer, Marketing assistant apprentice

Job description

Recruitment practices to safeguard vulnerable adults apply to this post in addition to the requirement to obtain a Disclosure and Barring Service (DBS) check

To lead proactive engagement with employers, particularly across Ealing's priority sectors, promoting the Ealing Borough Apprenticeship Scheme (EBAS) offer and supporting businesses to create inclusive, high-quality apprenticeship and employment opportunities. This role is central to building strong, sustainable partnerships that deliver social value, workforce development, and positive outcomes for Ealing residents. The postholder will broker EBAS membership and service packages, and champion Ealing Council's strategic directives in all stakeholder engagement activities, ensuring alignment with borough-wide priorities.

Key Accountabilities

Employer Engagement:

Source, identify and build a robust employer network, particularly across each of the following priority sectors as outlined in the 'Ealing Jobs and Skills Strategy':

- High-growth sectors – Creative and Digital, Green and Circular Economy, Life Sciences and Innovation
- Foundational sectors – Health and Social Care, Construction, High Street Economy and Retail

Maintain a healthy pipeline of 'active employers' at any given time, ensuring consistent engagement and readiness to participate in EBAS activities. Champion Ealing Council's strategic directives in all stakeholder management efforts, embedding local priorities into employer-facing work.

Workforce Planning and Inclusive Design:

Support employers to assess current and future workforce needs, identifying skills gaps, growth areas, and opportunities for service improvement. Facilitate the design

of recruitment and training solutions that respond to business goals while promoting inclusive employment practices. Champion approaches that open up roles to a diverse range of candidates, including residents with SEND, care-experienced young people, and those facing barriers to work.

Engage and Inform:

Act as the first point of contact for employers interested in EBAS. Promote the scheme's benefits, including workforce planning, recruitment support, and access to local talent. Broker membership and service packages, guiding employers through the sign-up process and ensuring accurate records are shared with relevant teams for invoicing and payment tracking.

Advise and Support:

Provide tailored advice to employers on apprenticeship pathways, training options, and inclusive recruitment practices — including SEND-friendly approaches, job carving, and support for care-experienced young people.

Relationship Management:

Build and maintain strong relationships with employers, training providers, and sector networks. Facilitate ongoing dialogue and collaboration, ensuring employers feel supported throughout their EBAS journey.

Service Coordination:

Work closely with the EBAS team to coordinate employer access to services such as workforce needs analysis, recruitment campaigns, and pastoral support for apprentices. Ensure timely and effective delivery of services that meet employer and resident needs.

Social Value Delivery:

Identify and broker opportunities for employers to contribute to social value outcomes, including work experience placements, mentoring, and community engagement. Promote EBAS as a vehicle for inclusive growth and civic contribution.

Data and Impact:

Maintain accurate records of employer engagement activity, including service uptake and membership status. Ensure relevant information is shared with finance colleagues to support timely invoicing and payment tracking. Contribute to monitoring and evaluation by capturing feedback, outcomes, and case studies that demonstrate impact and inform continuous improvement.

Events and Promotion:

Represent EBAS at business forums, sector events, and promotional activities. Support the development of marketing materials and employer-facing content that reflect the scheme's values and strategic objectives.

Key Performance Indicators:

- Delivery against regeneration and employment & skills KPIs, including employer engagement targets and apprenticeship starts.
- Achievement of project delivery milestones and service uptake goals.

- Compliance with corporate performance indicators and reporting requirements.
- Evidence of employer satisfaction, social value outcomes, and resident progression.

Key Relationships (internal and external)

- Local employment and skills providers, including colleges, universities, community organisations, and training providers.
- Strategic and funding agencies such as Jobcentre Plus, GLA, West London Alliance (WLA), and London Councils.
- Internal stakeholders including service heads, managers, regeneration and housing colleagues, and the community safety team.
- Suppliers, consultants, and contractors supporting EBAS delivery.
- The business community, including Ealing's High Street Taskforce and sector networks.
- Residents and apprenticeship candidates.
- Voluntary and community sector organisations contributing to inclusive employment pathways.

Authority Level

- Accountable for delivery of EBAS-related projects within the wider regeneration programme.

Additional Requirements

- Any other duties appropriate to the post and grade

Person specification

Candidates please address the criteria marked with () only in your application. Please give examples**

Essential Knowledge, Skills and Abilities

1. **** Employer Engagement Expertise** – Proven ability to build and maintain employer networks across diverse sectors, with a track record of converting interest into service uptake and sustained partnerships.
2. **** Workforce Planning Insight** – Strong understanding of workforce analysis, skills gap identification, and the design of inclusive recruitment and training solutions tailored to business needs.
3. **** Inclusive Employment Practice** – Knowledge of SEND-friendly approaches, job carving, and strategies to engage care-experienced young people and residents facing barriers to work.

4. **** Service Brokering and Sales** – Experience in brokering service packages, guiding employers through sign-up processes, and supporting internal teams with invoicing and payment tracking.
5. **** Relationship Management** – Excellent interpersonal skills with the ability to engage, influence, and support a wide range of stakeholders including employers, training providers, and community organisations.
6. **** Project Coordination** – Ability to deliver projects and coordinate cross-functional delivery, ensuring timely access to EBAS services and alignment with strategic goals.
7. **** Social Value Facilitation** – Understanding of social value principles and experience in brokering opportunities such as mentoring, work experience, and community engagement.
8. **Data and Impact Monitoring** – Skilled in maintaining accurate engagement records, capturing outcomes, and contributing to evaluation through feedback and case studies.
9. **** Event and Promotion Skills** – Confident in representing programmes at sector events and forums, and contributing to the development of employer-facing content and promotional materials.
10. **Strategic Awareness** – Knowledge of local economic regeneration priorities and how employment and skills programmes contribute to inclusive growth.
11. **** Equality, Diversity and Inclusion** – Commitment to embedding EDI principles in all aspects of employer engagement and service delivery, with an understanding of how these impact the local labour market.
12. **Communication and Collaboration** – Strong written and verbal communication skills, with the ability to work collaboratively across teams and with external partners.
13. **Attention to Detail and Independence** – Methodical approach to work, with high levels of accuracy and the ability to manage complex tasks independently.

Essential Qualifications and Experience

1. **** Relevant qualifications and/or experience in employer engagement, project management, workforce development, or supply chain coordination (e.g. CIPS, apprenticeship programme delivery).**
2. Evidence of continuous professional development, particularly in areas related to inclusive employment, regeneration, or skills strategy.

Values and behaviours

Improved life for residents	Trustworthy	Collaborative	Innovative	Accountable
<ul style="list-style-type: none"> • Is passionate about making Ealing a better place • Can see and appreciate things from a resident point of view • Understands what people want and need • Encourages change to tackle underlying causes or issues 	<ul style="list-style-type: none"> • Does what they say they will do on time • Is open and honest • Treats all people fairly 	<ul style="list-style-type: none"> • Ambitious and confident in leading partnerships • Offers to share knowledge and ideas • Challenges constructively and respectfully listens to feedback • Overcomes barriers to develop our outcomes for residents 	<ul style="list-style-type: none"> • Tries out ways to do things better, faster and for less cost • Brings in ideas from outside to improve performance • Takes calculated risks to improve outcomes • Learns from mistakes and failures 	<ul style="list-style-type: none"> • Encourages all stakeholders to participate in decision making • Makes things happen • Acts on feedback to improve performance • Works to high standards