



LIVERPOOL  
HOPE  
UNIVERSITY

1844

## Recruitment Pack

# Degree Apprenticeship Information, Advice and Guidance Coordinator

Job Reference: 4AAPH06

Closing date: Wednesday 2nd April 2025 by 5.00 p.m.

[www.hope.ac.uk](http://www.hope.ac.uk)







**POST:** Information, Advice and Guidance Coordinator

**STARTING DATE:** ASAP

**SALARY RANGE:** £32,546 - £37,174 (Grade 6) per annum

**TYPE OF CONTRACT:** Fixed term (3 years)

**WORK PATTERN:** 35 hours per week (Monday to Friday)

**REPORTS TO:** Director of Apprenticeships

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## The Post

Liverpool Hope University is seeking a motivated and skilled individual to join our team as the new Information, Advice and Guidance Coordinator as we expand into the Degree Apprenticeships market.

We are looking for an individual with experience in careers guidance, facilitation and coaching and mentoring. To be responsible for the day to day delivery of the Information, Advice & Guidance (IAG) Service to both potential and existing clients and learners ensuring that the highest possible standards of impartial advice and guidance are rigorously maintained and to be responsible for preparing any audit of files as and when required.

We are looking for the role holder to support apprentices and their employers to achieve success in their apprenticeship. The role holder will play a pivotal part in the apprenticeship journey ensuring that at each point from onboarding to end point both learners and employers are given specific impartial information, advice and guidance regarding their progress to date and next steps.

The role holder will work closely with the Director of Apprenticeships, Business Development Manager, Degree Apprenticeship Skills Coaches, Employers, Learners and wider University teams.

The role holder will be responsible for ensuring that all stakeholders are fully aware of the IAG requirements on Apprenticeship provision and can lead on initiatives such as Matrix accreditation. They will be heavily involved in providing learners and employers with information specific to Apprenticeship provision including how the Digital Apprenticeship Service operates, how the programme is structured and assessed and the commitment required from employers to ensure an audit compliant programme is delivered.

The primary purpose of the role holder is to provide careers advice and to facilitate the matching of apprenticeship applicants to suitable job vacancies and building up a talent pool of candidates for future Apprenticeship learners.

You will ensure that the employer and apprentice experience is positive and consistent across our Apprenticeship programmes and that their ongoing feedback drives continuous improvement.

It is essential that you can demonstrate an up-to-date knowledge of apprenticeship requirements in Higher Education, fully understand the requirements of IfATE, and have detailed knowledge of the Apprenticeship Accountability Framework.

You will join us during the set-up phase of our development with first cohorts commencing in September 2025. You will be required to support a variety of activity in the set-up phase including but not limited to business development and marketing/recruitment activity; design and development of curriculum and learning materials; system set up.

This post is a three-year fixed term appointment.

Previous Applicants need not apply.

## Job Description/Key duties of the post

<b>Job Title</b>	Degree Apprenticeship Information Advice and Guidance Coordinator	<b>Code</b>	
<b>Subject/Service Area</b>	<b>Apprenticeships</b>		
<b>Reports to</b>	<b>Director of Apprenticeships</b>		
<b>Accountable To</b>	<b>Director of Apprenticeships</b>		
<b>Purpose of Job</b>			
<p>To be responsible for the set up and day to day delivery of impartial Information, Advice &amp; Guidance (IAG) Service to both potential and existing learners ensuring that the highest possible standards of advice and guidance are rigorously maintained and to be responsible for preparing any audit of files as and when required.</p> <p>To support apprentices and their employers to achieve success in their apprenticeship. In collaboration with the Skills Coach, the role holder will need to meet with apprentices and their appointed work-based mentor (employer) to review their training needs against the apprenticeship standard (skills scan at the admissions point and then throughout the apprentice through to the End Point Assessment).</p> <p>Additionally, working with the Apprenticeship Business Development Manager to build employer partnerships; design and deliver key programmes e.g. induction, employer coaching and mentoring programme and delivery of identified outreach activity. Working with colleagues to deliver and attend outreach events to targeted under-represented groups.</p>			
<b>Key Tasks / Responsibilities</b>			
<ul style="list-style-type: none"><li>• Develop a long-term IAG strategy for Apprenticeships and implement accordingly through the set up and chairing of relevant project Workstreams to ensure targets are met.</li><li>• Foster and develop strategic collaborative relationships with existing and new employers to ensure growth targets are met and maintained.</li><li>• To be responsible for ensuring that quality assurance procedures are in place and implemented across the service area, working with other staff to maintain the standards, including preparing for MATRIX accreditation and regular inspection reviews.</li><li>• To play an active role in the marketing and promotion of the benefits and opportunities of Apprenticeships and Traineeships and other relevant training programmes to schools, employers, learners, and stakeholders. (e.g., Careers Fairs, speaking in assemblies, presenting to classes about Apprenticeships etc).</li><li>• To prepare and produce IAG brochures, leaflets, course information and other publicity materials.</li><li>• To onboard learners, ensuring compliancy to the Apprenticeship Accountability Framework.</li><li>• To be responsible for tracking of learner outcomes and planning for progression</li></ul>			

and further development.

- To complete individual Action Plans with all learners. To undertake personal caseload for learner contact offering specialist career guidance sessions.
- To stay up-to-date with Labour Market Information (including Ofsted requirements for IAG delivery). To attend external career events, network meetings and mandatory training.
- To provide impartial education and training advice to learners and employers who seek such help, including facilitating their introduction to, or access to, other information services or education and training providers.
- Undertake outreach work, visiting community groups to talk about learning opportunities and information/advice when required. Ensure that all those contributing to the provision of advice and guidance work together as a team in meeting the needs of individual learners.
- To undertake personal learners contact and advice sessions, helping customers to create CVs and utilising the internet to develop job search skills. This includes all individuals seeking to enter employment and/or learning to achieve their goals, either one to one and or in small groups. To create individual SMART actions plans with clear goals, with the view to meet any skills gaps and support learners into employment and subsequently an Apprenticeship
- To promote suitable job vacancies and work experience opportunities for apprenticeship applicants, Traineeships, and learners on unemployed programmes.
- To provide employers and learners with up to date and accurate information, providing careers advice and guidance to potential candidates on apprenticeships from Level 3 to Degree Level and other career and development opportunities.
- To keep accurate information of employer activity and maintain the database (CRM) of past, current, and potential job vacancies.
- Analyse data to see if there are skill shortage patterns and work with the Director of Apprenticeships to develop relevant provision in these areas.
- To support the team with recruitment events and learner assessments.
- Providing Employer Mentor support during the apprenticeship process including monitoring and reviewing the provision of learning within the workplace of apprentices.
- Working with the Director of Apprenticeships and Degree Apprenticeship Tutors (Skills Coaches) to respond to apprentices and their employer's feedback and acting on this.
- To work collaboratively with the various University departments and teams to ensure compliance with the various stakeholders.
- Supervise and provide support and guidance for student learning activities, such as study skills, work-based learning, and research activities. Be able to provide evidence for Personal development and Behaviour and Attitudes in the Ofsted Education Inspection Framework.
- Producing reports and records to evidence the support being delivered as part of the degree apprenticeship process.
- Making appropriate use of technology to capture data, keep appropriate records and support the work of the academic team. To be able to analyse the data and make improvement suggestions.
- Contribute to module/programme development and curriculum review in respect



of achieving the degree apprenticeship standards requirements.

- Contribute to the School and University apprenticeship marketing and business development including recruitment/application process of both the apprentice and their potential employers.

### **Professional Development**

- Maintain personal and professional development to meet the changing demands of the job; participate in appropriate training activities.
- To develop and deliver training requirements to members of the University, employers and other stakeholders, as required.
- You are required to keep up to date with the Funding Rules for Apprenticeships, The Accountability framework, IfATE, DAS, ILR, OfS, Ofsted

### **General**

In addition to the requirements of the post above, you will be responsible for:

- To attend meetings as required to represent the Director of Apprenticeships and wider university.
- To participate fully in the life of the University by engaging in representational and ambassadorial activities in support of the universities activities and carry out any other reasonable duties as requested by the Director of Apprenticeships or their nominee.
- Be proactive with learners who apply through Apprenticeship Vacancies to increase conversion rates of applicants to starts.
- Match vacancies and applicants within area of responsibility.
- Conduct interviews with applicants and provide support for CV and job seeking skills where appropriate.
- Liaise with Apprenticeship Hub, Careers Team, and Faculties to ensure a collegiate approach to recruitment of learners.
- Keep accurate and timely records of vacancies and applicants and employer activity on CRM/database.
- Develop innovative approaches to market and promote opportunities for apprenticeships and Traineeship Talent pool.
- Attend University and Faculty activities such as Open Evenings and Business Events.
- The post holder may be required to perform duties other than those given in the job description for the post. The duties and responsibilities attached to posts may vary from time to time without changing the general character of the duties or the level of responsibility entailed.

### **Materials, resources & equipment to be used**

Standard office equipment e.g. computer, telephone

### **Qualifications / Experience Required**

Degree or Equivalent

Other equivalent professional qualification, or appropriate level of experience as



appropriate to discipline e.g. Minimum Level 4 Diploma in Advice Guidance, Career Information and Advice.
<b>Regular contacts (internal / external)</b>
<p>Internal: Faculty Academic programme teams, Apprenticeship Hub Colleagues, Central Services e.g. Learning Support, Finance, Marketing, Legal</p> <p>External: Employers, Learners, Schools, Colleges, Regulatory Bodies including but not limited to ESFA/DfE, IFTAE/Skills England, External Accrediting Bodies relevant to Standard, Sector groups, PRSB, Careers/IAG/Degree Apprenticeship forums locally/regionally/nationally.</p>
<b>Staff Reporting to Post holder</b>
None

## Person Specification

### Methods of assessment

Application form (A)

Interview (I)

Presentation (P)

	Essential (E)/ Desirable (D)	Method of Assessment
<b>Educational, Qualifications, Training</b>		
Degree or Equivalent	E	A
Other equivalent professional qualification, or appropriate level of experience as appropriate to discipline e.g. Minimum Level 4 Diploma in Advice Guidance, Career Information and Advice.	E	A
Level 6 Diploma in Career Guidance and Development	D	A
<b>Skills, knowledge and experience</b>		
Ability to undertake organisational and administrative tasks appropriate to working within Higher Education and apprenticeship provision.	E	A/I
Demonstrable experience of providing customer facing impartial information, advice and guidance service that resulted in improved efficiency and effectiveness of service	E	A/I
Commitment to fostering a positive learning environment for apprentices and of providing excellent support to academic colleagues, employers and apprentices.	E	A/I
Experience in apprenticeships or vocational training	E	A/I
Strong understanding of the ESFA funding rules and the apprenticeships levy.	E	A/I
Process driven, methodical and detail conscious.	E	A/I
Excellent stakeholder management.	E	A/I
Ability to provide empathetic, impartial advice to learners and users of the Service	E	A/I
Track record in meeting targets.	E	A/I

<b>Communication Skills</b>		
Excellent organisational, communication and interpersonal skills.	E	A/I
Flexible and adaptable to changing priorities.		
Excellent written and communication skills.	E	A/I
Ability to communicate and engage effectively with professional and academic staff across the University.	E	A/I
IT literate (e.g. student record systems, CRM, ILR, DAS).	E	A/I
<b>Other Requirements</b>		
Ability to maintain confidentiality, act with integrity, uphold ethical values, including social responsibility, equality & diversity in line with the College PRIDE values	E	A/I
Self-motivated and proactive.	E	A/I
Ability to work to and deliver against deadlines.	E	A/I
Commitment to equality, diversity and inclusion policies and objectives	E	A/I
Commitment to providing a high-quality service underpinned by the institutional mission and values	E	A/I
Membership of Relevant Professional Bodies or Organisations	D	A/I

### **Name of contact for queries**

Sue Cronin  
 Director of Apprenticeships  
[cronins@hope.ac.uk](mailto:cronins@hope.ac.uk)

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## Conditions of service:

This post is based at Hope Park campus. However, you may be required to work in other areas of the University as and when required.

The post is a three-year fixed term appointment.

Salary scale for this post is £32,296 - £36,924 (grade 6) per annum. New appointments will normally be made on the first incremental point of the advertised grade within the salary scale. In certain circumstances, it may be appropriate to offer a candidate a higher incremental point of the advertised grade. A higher salary will not be offered purely on the fact that it has been requested. Any starting salary above the first incremental point of the advertised grade must be justified and **supported by evidence**. Salary is payable monthly in arrears by bank giro credit on and around the 20<sup>th</sup> of each month.

The annual leave runs from 1st September to 31st August. Holiday entitlement is 28 days per year plus statutory Public Holidays and Liturgical days. This entitlement is pro-rated for part-time staff.

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## Further Information

Liverpool Hope University has two main teaching campuses – Hope Park in the Liverpool suburb of Childwall and the city centre Creative Campus.

We have invested more than £60 million in buildings and equipment over the past eight years and we are proud of our campuses. Stunning listed buildings sit alongside modern architecture, and with beautiful gardens and facilities, which make Liverpool Hope University a unique place to work and study.

### Mission and Values

Liverpool Hope University is an ecumenical Christian Foundation, which strives:

- to provide opportunities for the well-rounded personal development of Christians and students from other faiths and beliefs, educating the whole person in mind, body and spirit, irrespective of age, social or ethnic origins or physical capacity, including in particular those who might otherwise not have had an opportunity to enter higher education;
- to be a national provider of a wide range of high-quality programmes responsive to the needs of students, including the education, training and professional development of teachers for Church and state schools;
- to sustain an academic community, as a sign of hope, enriched by Christian values and worship, which supports teaching and learning, scholarship and research, encourages the understanding of Christian and other faiths and beliefs and promotes religious and social harmony;



- to contribute to the educational, religious, cultural, social and economic life of Liverpool, Merseyside, the North-West and beyond.

### **Liverpool Hope's Values**

Hope strives to meet the following values, which are integral to the fulfilment of its Mission:

- be open, accessible and inclusive,
- take faith seriously, being fully Anglican, fully Catholic, fully ecumenical, fully open to those of all faiths and beliefs,
- be intellectually stretching, stimulating, challenging,
- be hospitable, welcoming, cheerful, professional, full of Hope; creating supportive communities in aesthetically pleasing environments,
- be well-rounded, holistic, integrated, a team, a community of communities, collaborating in wider partnerships.

### **Equality and Diversity**

Consistent with its Mission, Liverpool Hope strives to be a university where the individual and individuality matter. We hold students, staff and visitors in high regard and we seek to foster a working and learning environment that recognises and respects difference. All staff are expected to comply with the University's Equality and Diversity policies in the performance of their duties.

### **Health and Safety**

Liverpool Hope University is committed to ensuring the health, safety and welfare of all staff at work and of students, visitors and others by continuous improvement in standards of health and safety. All staff are expected to comply with the University's Health and Safety policies in the performance of their duties

### **Sustainability**

Liverpool Hope University is committed to enhancing the quality of its environment for its staff and students working and living at the University and the wider community; and aims to manage its operations in ways that are environmentally sustainable, economically feasible and socially responsible. All staff are expected to work in accordance with, and promote the University's sustainability practices.

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## **Benefits of working at Liverpool Hope University**

Liverpool Hope offers its employees a full range of benefits:

### **Pay and Pensions**

- Competitive rates of pay defined using the HERA job evaluation scheme
- Pension schemes with generous employer contributions

### **Home and Family**

- Generous Annual Leave Arrangement
- Opportunity for flexible working arrangements

## Training and Development

- Induction training for all new staff
- Staff development opportunities

## Health and Well-Being

- Hope Park Sports fitness suite and classes with discounted membership
- A range of food outlets with healthy eating options
- Staff counselling service
- Staff cycle scheme
- Support with lifestyle changes
- A range of social activities and groups
- On-site chapel, multi-faith prayer room and Chaplaincy
- Eye testing scheme

We also provide a variety of staff discounts ranging from reduced price Theatre tickets to discounts on beauty treatments.

## Library services

Liverpool Hope's Library Service provides access to a wide-ranging collection of physical and online resources to support learning and research. The service also provides different types of study space across both campuses to support the wide range of learning styles and needs, from individual study rooms to group spaces, and from silent study to more relaxed social learning

## Car Parking

All users of university car parks are required to pay for their use. The University has a scalable charging system for annual permits and pay and display facilities for occasional users.

We recruit staff nationally and internationally as we seek out the best to help build Hope for the future. If you join us, you will be doing so at an exciting and challenging time as we work to build a liberal arts inspired university of distinction in the UK.

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## How to apply

You can download the application form by the links below, or request a hard copy by emailing [jobs@hope.ac.uk](mailto:jobs@hope.ac.uk). You must return a Personal Details form (pages 1-3 or 1-4, depending on the version) and a Work History form (pages 4-8 or 5-8, depending on the version) for your application to be accepted.

[How to apply](#)

## Useful Links

[www.hope.ac.uk/lifeathope/welcome](http://www.hope.ac.uk/lifeathope/welcome)

[www.hope.ac.uk/personnel](http://www.hope.ac.uk/personnel)

[www.hope.ac.uk/jobs](http://www.hope.ac.uk/jobs)

[www.hope.ac.uk/gateway/staff/staffdevelopment/newinternationalstaff](http://www.hope.ac.uk/gateway/staff/staffdevelopment/newinternationalstaff)

[www.hope.ac.uk/media/liverpoolhope/contentassets/media,42616,en.pdf](http://www.hope.ac.uk/media/liverpoolhope/contentassets/media,42616,en.pdf)





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