Skills England

Standard Draft Preview

Contents

1. Key information
2. Occupational summary
3. Typical job titles
4. Occupation duties
5. Knowledge
6. Skills
7. Behaviours
8. Qualifications
9. Professional recognition
10. Consultation
11. Progression routes
12. Supporting uploads
13. Involved employers

Standard in development
L4: Employability practitioner
Version 1.1

Title of occupation

Employability practitioner

UOS reference number

ST0663

Core and options

No

Level of occupation

Level 4

Occupational maps data

Route: Business and administration
Pathway: Human Resources
Cluster: Human resources manager

Typical duration of apprenticeship

24 months

Minimum hours for compliance

557 hours

Target date for approval

20/09/2019

Resubmission

No

Would your proposed apprenticeship standard replace and existing framework?

No

Does professional recognition exist for the occupation?

Yes

Regulated occupation

Is this a statutory regulated occupation?

No

Occupational summary

This occupation is found in organisations across the public, private and voluntary sectors. Employability support is delivered through local and national contracts. This includes

government-funded programmes, public services, health and disability employment support, and commercial services.

Employability Practitioners work in teams of practitioners, employability specialists or both. They usually report to a team leader or delivery manager. They may be office-based, work in the community, or use a hybrid approach. They also work flexibly to support people in employment.

The broad purpose of the occupation is to support and advocate for people who are distanced from the labour market. This includes those facing health, disability, addiction and social or financial barriers.

Practitioners use coaching and non-clinical behaviour change techniques to build employability skills and confidence. They help people secure suitable and sustainable employment. Where relevant, they also support progression in work.

An employee in this occupation is responsible for carrying out holistic assessment. They work with participants to identify goals and create tailored SMART action plans.

They provide and coordinate support including information, advice and guidance, skills development, work experience, learning and work experience. They work closely with internal teams and external partners. These partners may include clinical teams, social care services, DWP and training providers. They review and adapt support plans as individuals' needs change.

Practitioners use sector labour market intelligence to inform guidance and employer engagement. This includes understanding opportunities linked to the green economy and net zero. They build relationships with employers, identify vacancies and broker employment opportunities. They agree reasonable adjustments and support onboarding, retention and progression.

They manage relationships, caseloads or both. They record interactions using internal systems. They complete compliance checks and maintain local provision tools. They apply safeguarding principles and the government’s Prevent strategy. They comply with information governance, and use digital tools responsibly. This includes ethical and transparent use of AI to support professional judgement.

They maintain their continuing professional development CPD. They support colleagues through mentoring where appropriate. They use data and research to improve service delivery. They also build stakeholder relationships and create referral opportunities aligned to contractual outcomes.

Typical job titles

Advanced practitioners and key workers

Career or employment coordinators | Careers advisors | Case managers

Case workers | Coaches or consultants | Community support advisors

Employability tutors | Employment advisors | Employment coach | Employment consultant | Housing officers | Iag advisors | Job coaches | Lead iag advisors | Lead or senior employment advisors | Personal advisors | Senior or lead job coaches or careers advisors | Senior student support workers | Student support workers | Training advisors

Are there any statutory / regulatory or other typical entry requirements?

No

Occupation duties

DUTY	KSBS
Duty 1 Manage caseloads and engage individuals using behaviour change techniques. Co-agree employment outcomes and progression aims.	K1 K9 K11 S1 S2 S6 S8 S10 B1 B2 B3 B4 B5 B6
Duty 2 Carry out timely initial and periodic holistic assessment, face-to-face, remote or group to co-produce SMART action plans.	K1 K2 K3 S1 S2 S4 S6 S15 B1 B2 B3 B4 B5 B6
Duty 3 Co-ordinate support with relevant third party provision.	K4 K11 S5 S13 S14 S15 B1 B2 B3 B4 B5 B6
Duty 4 Provide information, advice and guidance to support individuals in making informed decisions about employment, training and career opportunities, using current labour market intelligence, including green jobs and modern job search techniques.	K11 K13 K17 S6 S17 S18 B1 B2 B3 B4 B5 B6
Duty 5 Manage individuals, caseload or complex caseload with accurate records and compliance checks to deliver time-bound direct or indirect support.	K8 K10 K16 S3 S5 S8 S9 S11 B1 B2 B3 B4 B5 B6
Duty 6 Proactively develop employer relationships or employer engagement teams, to surface hidden vacancies, broker roles, agree reasonable adjustments, and support retention and progression pathways for the individual being supported.	K11 K13 S12 S13 S18 B1 B2 B3 B4 B5 B6
Duty 7 Provide tailored support to help people stay in work. Work with colleagues to ensure ongoing support is available for both the individual and their employer.	K6 K7 K10 S8 S10 S12 S18 B1 B2 B3 B4 B5 B6
Duty 8 Identify, escalate and record safeguarding concerns, referring to and applying organisational policy and procedures.	K10 K17 S3 S6 S8

	B1 B2 B3 B4 B5 B6
Duty 9 Deliver services in the most appropriate setting, such as the workplace, community, employer premises or online, making adjustments where needed.	K4 K16 S5 S6 S21 B1 B2 B3 B4 B5 B6
Duty 10 Use data and insights to evaluate interventions, contribute to quality reviews and update local information and resources.	K5 K12 K13 K16 K20 S3 S16 S17 B1 B2 B3 B4 B5 B6
Duty 11 Use coaching and mentoring techniques to support colleagues and partners, sharing good practice through observations, team discussions and case reviews to promote consistent quality.	K6 K12 S7 S15 S21 B1 B2 B3 B4 B5 B6
Duty 12 Build and maintain relationships that create opportunities and strengthen local networks, helping to achieve service and contract goals.	K11 K13 S12 S13 S14 B1 B2 B3 B4 B5 B6
Duty 13 Adhere to codes of conduct under legislation, safeguarding, Equality Diversity and Inclusion (EDI), information governance, organisational values, and contractual minimum service levels.	K14 K15 K17 K19 S3 S19 S20 B1 B2 B3 B4 B5 B6
Duty 14 Maintain and evidence continuing professional development, personal development plans and apply and share learning to improve practice, consistency and outcomes.	K4 K6 K18 S20 S22 B1 B2 B3 B4 B5 B6

KSBs

Knowledge

K1: Methods to assess an individual's strengths, goals and barriers to employment, including health, disability, housing, finances, family and social factors, and identify appropriate support.

K2: Principles and approaches for creating, reviewing and adapting personalised, work-focused SMART action plans based on assessment outcomes and individual needs.

K3: Principles of choosing, delivering and reviewing employability and health support to meet individual needs and improve outcomes.

K4: Approaches to working with partners through outreach, joint case discussions and supported referrals to provide coordinated support and avoid duplication.

K5: Methods to capture, analyse and act on feedback and complaints to improve delivery.

K6: Coaching and mentoring principles, applicable to the role.

K7: Supported employment and retention strategies.

K8: Methods for managing a caseload or supporting individuals, including deciding priorities, keeping accurate records and meeting service standards.

K9: Approaches to building motivation, confidence and commitment, maintaining engagement, managing challenging situations, and working within professional boundaries.

K10: Approaches to recognising and managing risk, identifying warning signs, responding appropriately and following agreed escalation and referral procedures.

K11: The employment support system, including services, programmes, funding, benefits and referral processes, and how these work together to provide coordinated support.

K12: Methods for reviewing work quality, using feedback, observations and learning from others, and creating action plans to improve consistency, outcomes and compliance.

K13: Careers and employability guidance frameworks, approaches to career planning and progression, and working with employers to secure suitable job opportunities and reasonable workplace adjustments.

K14: Relevant legislation, organisational policies and professional standards that govern employability practice and how organisational values shape behaviour, decisions, and accountability.

K15: Minimum service levels relevant to employability delivery and how to identify, escalate and address performance or compliance risks to maintain service quality and outcomes.

K16: Principles of using digital systems and online tools to deliver support, keep accurate records, maintain data quality, and handle information safely and securely.

K17: Relevant laws, policies and procedures, including recognising vulnerability and risk, applying consent and information-sharing principles, and following agreed escalation and referral processes.

K18: Methods to identify, plan, evidence and apply continuing professional development (CPD) aligned to role requirements.

K19: Principles of diversity, equity and inclusion in employability practice.

K20: Methods for finding, understanding and using information about local jobs and industries to support individuals and improve services, including opportunities linked to the

green economy and the transition to net zero.

Skills

S1: Conduct and document a whole-person employability assessment.

S2: Use structured questioning and listening techniques to gather accurate information, understand barriers and motivations, confirm understanding, and adapt communication to individual needs.

S3: Create, maintain and quality-check records by completing routine compliance checks on individual files and, where permitted, team records.

S4: Select and deliver support that meets individual needs, through one-to-one, group, in-person or online delivery, using inclusive approaches, reasonable adjustments and appropriate resources to encourage participation and engagement.

S5: Plan and deliver support flexibly and outside standard hours where required, to keep people engaged and help them stay in work.

S6: Communicate clearly and professionally in person, in writing and online, adapting communication to individual needs and using feedback to improve future interactions.

S7: Apply coaching and mentoring techniques with participants and peers to improve own and others' coaching practice for continuous improvement.

S8: Use risk and crisis management strategies to identify problems, assess risk and take proportionate action to prevent escalation, following organisational procedures.

S9: Manage a caseload by prioritising support, planning timely contact, monitoring progress against agreed plans and service requirements, recording decisions and actions, and escalating concerns when appropriate.

S10: Set clear expectations and support participants and stakeholders to meet agreed commitments. Anticipate and respond appropriately to challenges, use appropriate strategies to prevent and de-escalate difficult situations.

S11: Adapt to changes in services, contracts or ways of working by implementing new requirements, communicating changes clearly, and maintaining service delivery and accurate records during the transition.

S12: Within own area of responsibility, identify and pursue business development opportunities that increase referrals or employment opportunities.

S13: Build and maintain professional networks internally and externally, and utilise relationships to generate opportunities, referrals and service improvements.

S14: Within own area of responsibility coordinate and sustain multi-agency working relationships by arranging or contributing to integrated meetings or case conferences, agreeing roles and actions, ensuring appropriate information sharing.

S15: Provide constructive, timely feedback to individuals and colleagues, that is specific, evidence-based and action-focused, and confirm understanding and next steps.

S16: Evaluate employability programmes and interventions using data and performance information, and recommend improvements to service delivery.

S17: Gather, analyse and interpret local insight and labour market intelligence to identify employment trends and opportunities, including green-economy impacts where applicable.

S18: Deliver structured information, advice and guidance that is tailored to individual and stakeholder needs, evidence-based and labour market intelligence informed.

S19: Deliver services in line with organisational values, policies and professional standards.

S20: Manage own performance through accountability and continuous improvement.

S21: Use digital systems and tools, including AI appropriately and responsibly, to accurately record activities and outcomes. Coach individuals to use digital job-search and online tools safely and effectively, documenting the support provided and the capability gained.

S22: Plan, create and evidence continuing professional development aligned to role requirements

Behaviours

B1: Works ethically with clear boundaries

B2: Acts with integrity and treats others with respect.

B3: Builds trust and rapport through professional, respectful and supportive interactions.

B4: Communicates with empathy and clarity.

B5: Collaborates confidently with participants, colleagues, stakeholders partners and employers.

B6: Takes initiative, works efficiently and remains focused on achieving agreed outcomes.

Qualifications

English and maths

English and maths qualifications must be completed in line with the apprenticeship funding rules.

Does the apprenticeship need to include any mandated qualifications in addition to the above-mentioned English and maths qualifications?

No

Professional recognition

This standard aligns with the following professional recognition:

- Institute of Employability Professionals for Associate or Member

Consultation

Standard is due to go for public survey

Progression routes

Supporting uploads

Mandatory qualification uploads

Mandated degree evidence uploads

Professional body confirmation uploads

Subject sector area

1.4 Public services