



Postgraduate Taught Apprentice Employer Engagement Policy

1. Policy Statement

Plymouth Marjon University is a training provider that provides apprenticeships and vocational training predominantly within the South West. We believe that engaging and working in partnership with the employer to facilitate business improvement via employee learning and development helps to ensure that their training programmes are fit for purpose and is an important component in facilitating businesses to grow and individuals to prosper, both educationally and economically.

2. Purpose

The purpose of this policy is to set out our commitment to engage employers regarding and development and to keep them informed of their progress and development.

3. Scope

This policy covers all services offered by Plymouth Marjon University, including apprenticeships, vocational qualifications, functional skills and short courses; both regulated and non-regulated, and applies to all employees involved in the delivery of vocational training.

4. Roles and Responsibilities

Plymouth Marjon University aims to engage employers in the need to support their journey in order to help achieve the aims and objectives of the business.

Director of Teacher Education has overall responsibility for the vision and direction of Teacher education in the organisation. Contact is maintained with key strategic organisations including the LEP, Local authorities, employer groups and key employers. This information is used to advise the Board on emerging needs and future direction.

Director of Teacher Education has overall responsibility for managing relationships with employers and ensuring the adherence of this policy by all employees. Head of Careers and Employability will review the Employer Engagement Policy annually (or sooner to comply with external regulatory requirements). The Digital Marketing Office is responsible for ensuring that the policy is available on the Plymouth Marjon University website to learners and employers.

The Marketing and communications team is responsible for marketing the company to employers, providing them with opportunities to engage with Plymouth Marjon University services and informing them of accurate cost of engagement. The marketing team, under the management of the Pro Vice-Chancellor (Student Success), is responsible for ensuring that appropriate up to date branding is used. Programme area leaders are responsible for involving employers (or their

and from time to time the support for survey completion in line with contractual responsibilities.

5. Policy Implementation – Procedures

Plymouth Marjon University will engage and work in partnership with employers through:

Marketing our service offer to potential partner employers via a range of methods and media

- Direct mail
- Digital marketing email and social media
- Website
- Newsletter
- General press advertising
- Attendance at apprenticeship shows
- Open days
- Third party events e.g. Chamber of Commerce

Managing and maintaining a data base of employer contacts

Handling enquiries promptly and efficiently and reviewing standards of customer service regularly

Ensuring each employer has a copy of the Plymouth Marjon University

All aspects of the Quality Calendar including Director of teacher education

