



## **Employer Engagement Policy & Procedure**

### **Policy Statement**

KEITS Training Services Ltd is an Independent Training Provider supporting employers to deliver quality training predominantly within the employers' workplace. Our provision encompasses apprenticeships, DfE funded qualifications and full cost training solutions, to enable employers to develop their workforce, to meet the challenges within the commercial and economic market, in England.

### **Purpose**

This policy sets out KEITS' commitment to engage with employers and to support their employees training and development and identifies the key roles and responsibilities for all personnel, involved as well as the procedures that are covered within this policy and procedure.

This policy & procedure will cover all vocational curriculum offered by KEITS, however it is to be funded and will include accredited qualifications, apprenticeships as well as non-accredited and bespoke courses.

KEITS are responsible for ensuring that all employers are engaged in their employees learning and development, once a learner has commenced their KEITS training programme on-boarding.

All KEITS employees are committed to delivery of high-quality service, training and where required reliable and robust assessment, in line with awarding organisations requirements and are subject to Internal Quality Assurance procedures, to ensure that they are meeting agreed levels of performance.

### **Roles & Responsibilities:**

#### **Senior Management Team Responsibilities**

- Ensure that a copy of this document is available to all employees and that the policy and procedure are reviewed regularly, to ensure that it is current and fit for purpose
- Ensure that all employees will adhere to this policy, to ensure that a quality service is delivered by all, in line with their job roles and responsibilities
- Ensure that the policy and procedure is available to all employers electronically and via the website
- Ensure that the curriculum offer is clear and meets requirements for both government funding, commercial opportunities and is appropriate for the sector areas in which KEITS operates
- Communicate effectively with all staff so that their responsibilities are understood and provide training and support, to enable them to meet these
- Accept overall responsibility for dealing and managing issues, concerns and complaints effectively and acting on feedback to improve our service
- Monitor and improve employer engagement through cyclical reviews, regular feedback and contract review meetings

## **Business Development Team Responsibilities**

- Actively promote apprenticeships with employers utilising The Apprenticeship Service and other national branding as appropriate for our sector areas
- Ensure that accurate information is available to all via the website and within marketing materials or correspondence
- Communicate effectively via the website, digital information platforms, referred leads and networking with employers to promote KEITS offer, within agreed timeframes
- Develop and maintain employer relationships to develop business
- Attend internal business development meetings to review targets, agree actions to promote and develop engagement
- Communicate effectively with operational and administration managers to assist with planning and servicing of training agreements
- Respond within agreed time frames to enquiries, queries, complaints and concerns and maintain an audit trail of any activities, according to KEITS policy
- Review processes and procedures to ensure that they are timebound, remain current and fit for purpose and meet organisational requirements
- Attend networking events e.g. local Government and local provider networks, to raise KEITS profile and engage with a wider audience
- Develop and embed processes to reduce overheads and meet KEITS environmental sustainability targets
- Maintain a current understanding of KEITS curriculum offer and identify potential new areas for consideration.
- Establish and train appropriate staff in effective use of the Customer Relationship Management System

## **Head Office responsibilities**

- Process employer information in agreed timeframes and inform BD and Training Consultants (TC's) where information is not complete or contains errors
- Provide support to BD and TC's to ensure that accurate resources for employers and learners are provided as requested
- Forward queries, concerns, complaints and compliments to relevant managers within agreed timeframes, so that they can be acted on within agreed timeframes to ensure quality of provision and promotion of good practice
- Share information from government and legislative bodies that is relevant to employers and learners via e-mail, website, social media and newsletters
- Encourage employers and learners to respond to government surveys and provide feedback on the KEITS service, to measure quality of service and to drive improvements, throughout the organisation

## **Training Consultants Responsibilities**

- Support Business Development (BD) team with strengthening employer relationships and keeping senior managers informed effectively, when there are concerns or changes within the organisation, so that the BD team can respond in a timely manner and potentially develop further business
- Work with employers to develop and train learners, through effective construction of Individualised Curriculum Plans that are flexible and will meet the needs of employers and learners. These will take the learner from sign up through to completion, with clear allocation of responsibility for training, coaching, mentoring and recording of progress, for all aspects of the curriculum
- Provide all employers and/or supervisors/mentors with regular detailed progress updates for all their employees, that are undertaking training with KEITS
- Identify possible training opportunities within an employer's business or potential new businesses and forward the information promptly to BD team

## **Policy Implementation:**

### **Management processes**

- ✓ Maintain currency of information related to government policy and funding to ensure advice to all stakeholders, is timely and accurate
- ✓ Act promptly to respond to feedback and/or complaints in order to improve the service and/or offer
- ✓ Select and recruit quality staff in order to deliver the quality service that we aspire to and where necessary provide staff training and development to meet requirements
- ✓ Continue to evolve and improve the curriculum offer for the benefit of employers and learners
- ✓ Develop bespoke training courses to meet the needs of employers
- ✓ Analyse feedback from all stakeholders to drive continuous improvement across the organisation
- ✓ Support employers to undertake full training and/or organisational needs analysis. Provide accurate and up to date advice and guidance regarding the skill solutions available and where appropriate, signpost employers to where they can access additional support or training
- ✓ Provide clear, concise and accurate information about our curriculum offer to enable employers to make informed choices appropriate to their situation
- ✓ Develop highly focussed campaigns appropriate for specific target audiences appropriate for specialist sector areas
- ✓ Add a personal touch to tailor communication to effectively engage with employers on an individual basis

## **Business Development Processes**

- ✓ Maintain regular contact with all employers to 'keep in touch'
- ✓ Actively listen to employers and act where possible to identify realistic solutions to work collaboratively and meet their workforce development needs
- ✓ Encourage employers to involve their employees where practical when reviewing the training and development needs of their workforce.
- ✓ Handle enquiries promptly and efficiently
- ✓ Manage and maintain Customer Relationship Management System with detailed reports where there have been concerns or issues surrounding the location
- ✓ Understand the procedures and utilise the DAS and Apprenticeship service effectively.
- ✓ Liaise effectively with others in the team to enable them to manage vacancies efficiently to meet employers' requirements
- ✓ Inform operational and administration teams of on-going and predicted engagement to enable effective planning and deployment of appropriate staff
- ✓ Undertake efficient recruitment of employers and learners to meet targets and to grow provision
- ✓ Undertake promotional activities as requested by the Senior Management Team to grow provision
- ✓ Fully support the Training Consultants during the transition between sign up and delivery to ensure a smooth and effective handover

## **Head Office Processes**

- ✓ Ensure that information is passed to the appropriate team in a timely manner to maintain an efficient service
- ✓ Collate progress reports for Levy paying employers and scrutinise for accuracy before forwarding to managers as instructed
- ✓ Measure employer satisfaction through feedback and surveys and review standards of customer service regularly for all aspects of KEITS engagement

## Training Consultants Processes

- ✓ Review information from BD team in regard to new employers/learners or repeat business from existing employers to follow up BD development efficiently, query any concerns with BD team and engage with employers and learners to move to delivery within agreed timescales
- ✓ Establish and develop employer/supervisor/mentor relationships to ensure feedback is referred to relevant KEITS team members to ensure that areas for concern are acted upon promptly and managed effectively
- ✓ Work with employers and learners to develop Individualised Curriculum Plans
- ✓ Engage with employers/supervisors/mentors to review progress, ensure that the training provided is quality, appropriate for individual learners and is reviewed against targets for achievement so that progress is as planned and agreed. Where targets are not being met this is clearly recorded and accounted for and action plans are set, or targets are reviewed to ensure that progress is brought back on track
- ✓ KEITS managers are kept informed of any changes in learners' circumstances or progress so that a clear audit trail is maintained, and plans can be put in place to support employers and learners to help them to achieve

Location	Title	Responsibility	Date Created	Version/updated	Review Date
Doc Con/Docs/All Company Policies/ Employer Engagement Policy & Procedure	Employer Engagement Policy & Procedure	LWP	04.19	6 – Nov'25	Oct'28