



STANDARDS FOR THE APPRENTICESHIP COACH IN THE CCIs – JOB DESCRIPTION ROLE	
NAME OF OCCUPATIONAL PROFILE	Apprenticeship Coach
ECONOMIC SECTOR OF REFERENCE	Cultural and Creative Industries
TRAINING AND OCCUPATIONAL AREA STANDARDS	
MAIN AREA OF ACTIVITIES	<ol style="list-style-type: none"> 1. Coach and support Young Creatives 2. Liaise with CCI employers (including understanding of the Creative and Cultural Industries) 3. Co-create a Vocational & Educational Training pathway 4. Set up and support Apprenticeships
TYPES OF EMPLOYMENT	<p>Generally the Apprenticeship Coach will work as a freelancer or as an employee within the public, private or voluntary sector, including as an in-company trainer in the CCIs. The Occupational Profile covers a broad range of roles including careers advisers, in-company trainers, business and employment advisers, coaches, job brokers, VET trainers and others, providing brokerage, information, advice and guidance, mentoring, training and advocacy. The role of Apprenticeship Coach in the CCIs may be just a part of a wider occupational role.</p>
CONTEXT AND PRE-REQUISITES	<p>The Apprenticeship Coach may work cross-sectorally or in specific CCI sub-sector/s. They should have experience and understanding of careers in the Cultural & Creative Industries.</p>



1. Coach and support Young Creatives	
<p>MAIN ACTIVITIES AND RESPONSIBILITIES</p>	<ul style="list-style-type: none"> • Introduce young people to career opportunities and employers in the Creative and Cultural Industries • Conduct learning needs analysis with the young person and agree a learning plan to create clarity and focus around their goals and ambitions in the creative field • Put in place processes to evaluate, monitor and track young people’s progress and for young people to reflect and feedback. • Set expectations and values of trust, respect, equality and diversity and confidentiality, engage and communicate effectively, consult with and involve young people. • Support learners to build a range of emotional competences including resilience, perseverance, positivity, self-belief, self-motivation



2. Liaise with CCI employers (including understanding of the Creative and Cultural Industries)	
<p>MAIN ACTIVITIES AND RESPONSIBILITIES</p>	<ul style="list-style-type: none"> • Keep up to date with skills gaps and employment trends in different CCI sectors • Build relationships with Creative and Cultural Industry Employers to communicate the value and benefits of apprenticeships and engage them in supporting young people’s learning and creative development • Give practical support to employers to set up apprenticeships that meet the European Framework for Quality Apprenticeships • Broker the matching of employers with young apprentices and the training provision



3. Co-create a Vocational & Educational Training pathway

MAIN ACTIVITIES AND RESPONSIBILITIES

- Assess and identify skills gaps and skills required by employers both in specific CCI sub-sectors and across the CCIs
- Agree the training element of the apprenticeship with the employer and ensure it meets national quality and accreditation standards
- Support and coach apprentices through the process of completing the learning
- Work with training partners to identify training provision and co-create training material to meet learner needs, identified skills gaps and support learners' personal development



4. Set up and support Apprenticeships	
<p>MAIN ACTIVITIES AND RESPONSIBILITIES</p>	<ul style="list-style-type: none"> • Agree with the employer terms and conditions for the apprenticeship including rates of pay, working hours, Intellectual Property, Health & Safety and assist the employer to meet national statutory requirements • Support the employer to implement selection processes, management and supervision and working arrangements that foster diversity, equal opportunities and the welfare of the apprentice • Agree goals, objectives and learning outcomes for the apprenticeship with the employer and the apprentice • Provide support to the employer and the apprentice throughout the apprenticeship to help solve problems and ensure retention and completion • On conclusion, review the apprenticeships with employers, learners and training providers to assess the achievement of objectives, support further progression and implement improvements

Alignment with CLOCK skillsets:

Blue: [Coaching Practice](#)

Green: [Sharing Knowledge and skills](#)

Red: [Develop Social Potential](#)

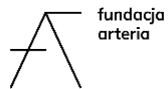
The Occupational Profile is mapped against the European Qualification Framework Level 5 or above, requiring:

- comprehensive, specialised, factual and theoretical **knowledge** within a field of work or study and an awareness of the boundaries of that knowledge
- a comprehensive range of cognitive and practical **skills** required to develop creative solutions to abstract problems
- exercise management and supervision in **contexts** of work or study activities where there is unpredictable change; review and develop performance of self and others



The Occupational Profile has been produced by the P4CA project consortium, which consists of:

RINOVA



Further information about the project and the above partners is available at: <https://www.p4ca.eu/>

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