

Join the Enterprise Adviser Network

Becoming an Enterprise Adviser



**Our mission is
to prepare and
inspire young
people for the
fast-changing
world of work.**

1 | About The Careers & Enterprise Company

Our role is to link schools and colleges to employers and help them to deliver world class careers support for all young people by:

- 1. Building Networks:** linking schools and colleges to employers and other external careers providers through the Enterprise Adviser Network and Careers Hubs.
- 2. Supporting Careers Leaders:** providing training and support for Careers Leaders in schools and colleges.
- 3. Backing the Gatsby Benchmarks:** supporting implementation of a best practice standard for careers support, the Gatsby Benchmarks, with tools and targeted funding.

Our Enterprise Adviser Network matches schools and colleges with senior business volunteers to help create powerful, lasting partnerships between schools, colleges, employers and careers programme providers. As an Enterprise Adviser, you will take your passion for raising the aspirations of young people and combine it with your skills and strategic thinking.

2,000

Enterprise Advisers.

94%

of schools and colleges would recommend our Enterprise Adviser Network.

80%

of Enterprise Advisers are satisfied with their role and would recommend it to others.

Higher volumes of school-mediated employer engagement (four or more encounters) are associated with reduced incidence of Not in Education, Employment, or Training (NEET) by up to 86%.



2 | Your role as an Enterprise Adviser



An Enterprise Adviser is a volunteer from business who works closely with the headteacher or Senior Leadership Team of a school or college to provide strategic support. An Enterprise Adviser uses their business experience and professional networks to help develop and implement an effective careers strategy that puts opportunities with local employers at the heart of a young person's education.

An Enterprise Adviser adds value by:

- Providing an employer's perspective on what businesses are likely to be willing to do and what opportunities businesses would value.
- Supporting the school or college's senior leadership team to develop a school or college strategic plan to ensure every young person receives meaningful employer encounters and workplace experiences - you are not expected to be an expert in the Careers landscape to do this!
- Engaging with local businesses and employers in your network to encourage their involvement in activities at the school or college.
- Helping schools and colleges to focus efforts on programmes and activities that are most effective in motivating young people, supporting independent choice and enabling positive outcomes for young people.

You will be fully supported

Throughout your journey, you will be supported by one of our trained Enterprise Coordinators. The Enterprise Coordinator builds the relationship with the school or college, offers training to you in your role, looks after day-to-day organisation, and offers advice on which resources and careers programmes work best. The Enterprise Coordinator is typically employed by either a Local Enterprise Partnership or a local business organisation (such as the Chamber of Commerce) and brings with them a large business network you can access.



Becoming an Enterprise Adviser lets you:

- Support your local school or college to deliver world class careers guidance to their students, enabling young people to be prepared and inspired for the fast-changing world of work.
- Undertake strategic planning in a new context; developing your skills in communication and strategy development.
- Build strong working relationships with schools and colleges and provide insight into your organisation, industry and the opportunities available in the local labour market.
- Give back to your community.
- Better understand the education sector and the challenges faced.
- Develop your local business network.

3 | Time commitment

We ask that volunteers commit to supporting a school or college for one academic year to ensure there is time to build the relationship, understand the challenges and opportunities and take action.

To give an indication, we say that the time commitment is c.8 hours per month. However, this is not taken in bulk and will vary according to the meetings scheduled with the school or college and the agreed follow up (often done via phone or email). If you are interested in the role, the local Enterprise Coordinator can provide more guidance in this respect.



As the role has developed, I have enjoyed being able to widen my network and see the impact of working with the school and supporting them in enhancing careers advice and the experiences available for students.

Jackie Towndrow, Associate Director
Enterprise Adviser

4 | How to get involved

With your help, we can bring the right people together to strengthen our network and put young people's futures first.

Getting involved is simple:

1. Express your interest [online](#).
2. An Enterprise Coordinator will be in contact.
3. Discuss suitability and local need.
4. If agreed, join the Enterprise Adviser Network and receive training & support.
5. Be matched with a school or college.

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It's great working with the school and helping to get other businesses involved. The big thing for me is that this is all about enabling young people to make the best possible careers choices in life. It's also important that we get more business people across England volunteering to become Enterprise Advisers and sharing their experience in school.

Roger Wilson, Director,
Enterprise Adviser of the Year, supporting
Queen Katherine School in Kendal, Cumbria



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