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## Overview

This standard is for career development practitioners.

This standard is about engaging with people internal and external to your organisation to promote the availability, effectiveness and value of the service on offer. These people could be potential or existing service-users, employers and stakeholders and other interested parties. They could include advocates and other influencers who need to understand the service on offer and its value to individuals. Those internal to the organisation could be those with particular areas of expertise that support promoting the service offer.

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## Performance criteria

You must be able to:

1. define promotional or positioning requirements that will best meet the needs of the service on offer
2. identify clear goals and measurable outcomes for promotional or positioning activity
3. plan activity that promotes the availability, value and effectiveness of the service on offer
4. use information that is relevant to and engages the target audience
5. use promotional or positioning methods that meet the needs of the service within resources available
6. use feedback from the target audience to inform and direct future promotional or positioning activity
7. maintain records of promotional or positioning activity that comply with relevant legislation and organisational requirements
8. evaluate promotional or positioning activity and plan improvements as required
9. act in ways that adhere to the ethical practice required within your organisation or profession
10. challenge any prejudice, use of stereotypes, discrimination and unethical or oppressive behaviour
11. encourage individual autonomy in the career development process
12. promote inclusivity, diversity and equality of opportunity
13. maintain confidentiality and security of individual information that meets relevant legal requirements and organisational policies
14. demonstrate understanding of legal requirements, local procedures and your own accountability for safeguarding young people and vulnerable adults

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## Knowledge and understanding

You need to know and understand:

1. legal, organisational and policy requirements relevant to your role and the activities being carried out
2. the range of people internal and external to your organisation that promotional or positioning activity may be aimed at
3. how to identify prospective service-users and key influencers and their information needs
4. the relative merits of different promotional and positioning methods including the use of a range of media
5. the value of relationship-building in promoting the service on offer including expectation management
6. how appropriate media can be used in a positive way to engage individuals in accordance with organisational policies
7. sources of evidence on the availability, value and effectiveness of the service on offer
8. the value of external endorsements to the service
9. how to analyse and reflect on promotional activity using feedback from target audience and recorded outcomes and plan improvements as required.
10. relevant ethical principles and codes of professional ethical practice and the consequences of not adhering to them
11. how to encourage individuals' ownership of the career development process
12. the boundaries and limits of own professional expertise
13. the boundaries of confidentiality, when it is appropriate to disclose confidential information to others and the processes required
14. measures to safeguard young people and vulnerable adults

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**Relevant Occupations** Careers Advisers and Vocational Guidance Specialists; Customer Service Occupations; Education and training; Executive Coach; Functional Managers; Helpline Workers; HR Staff; Learning Mentor; Managers and leaders with responsibility for interagency working; Personnel, training and industrial relations managers ; Professional Occupations; Research Professionals; Teaching Professionals

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**Suite** Career Development

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