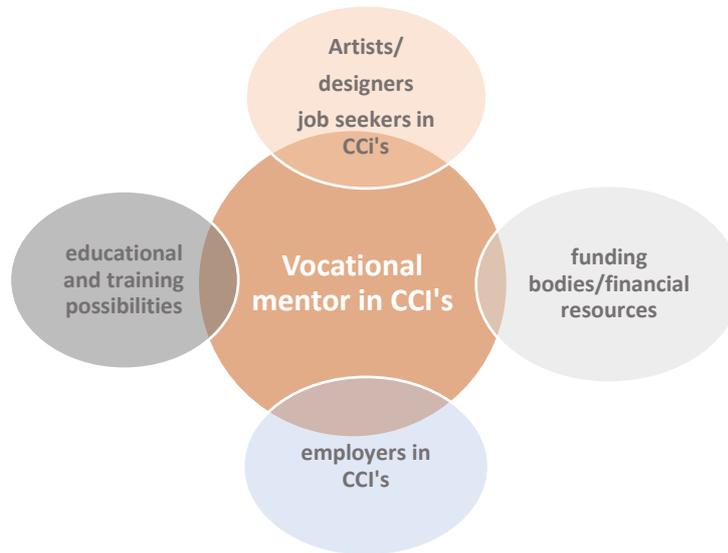


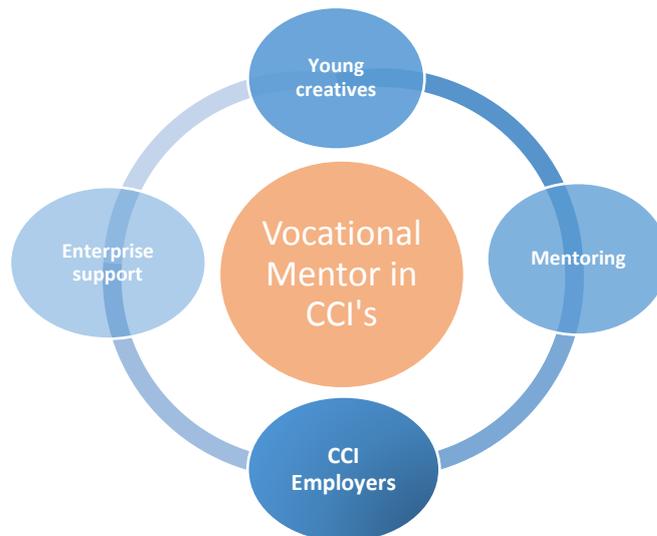
VOCATIONAL MENTOR IN THE CREATIVE & CULTURAL INDUSTRIES

OCCUPATIONAL PROFILE

Services Development



Main area of activities



1. **Work with creative young people.** Outreach, recruitment and referral – reaching target groups and understanding their needs. Communicating effectively with young creatives.
2. **Provide mentoring, advice and guidance to prepare young people for a creative career -** helping talented people with the skills they need to develop a career through providing pre- and post-Employment support. Working with individuals to foster their personal and professional development. Fostering talent and creativity.
3. **Deliver enterprise support** – developing entrepreneurial attitudes, providing advice on starting a business and pursuing a freelance or “portfolio” career
4. **Work effectively with Creative Employers** - identifying opportunities, developing employer networks, working with employers on their expectations and understanding their needs

VOCATIONAL MENTOR IN THE CREATIVE & CULTURAL INDUSTRIES

OCCUPATIONAL PROFILE

Main activities and responsibilities

1. Engage with creative young people.

- Market and promote the service to both creative businesses and young talent, including through social media.
- Put on recruitment and taster events.
- Engage and communicate effectively, consult with and involve young people.
- Provide support to ensure retention, deal with conflict, problem solving.
- Plan and stage engagement events, workshops and activities
- Build relationships with stakeholders (internal and outside agencies), peer advocates.
- Manage and store information and data
- Evaluate levels of engagement and recruitment

2. Provide mentoring, advice and guidance to prepare young people for a creative career

- Set framework and expectations for the mentoring
- Conduct Needs Analysis, and produce a Talent Plan
- Identify special needs and signpost to support services
- Develop social and self awareness, build confidence, motivation and communication skills
- Develop job readiness, advise on job search, responding to job descriptions, person specifications and project briefs, making applications, interviewing skills, negotiation skills, health & safety and labour and social legislation.
- Provide mentoring advice to support personal and creative development.
- Signpost to further creative education and training
- Develop work experience opportunities and continue to support young people once in work
- Consult with young people and use peer facilitators.
- Gather constructive feedback to improve services
- Manage client records and data
- Evaluate and assess impact and results



3. Deliver enterprise support

- Develop enterprise skills and entrepreneurial attitudes for a creative career, match talent to opportunities and vacancies.
- Advise on portfolio development, promotion and networking, using social networks, making applications, pitching for work, presentation skills, responding to commissions, competitions and talent calls
- Advise on pricing, sales, product distribution and marketing, including international markets
- Advise on sources of funding, investment and income generation
- Support young people to develop and showcase creative, production and technical skills.
- Garner feedback from young people and creative businesses to improve and adapt service
- Provide start up business planning support, and signpost to advice on legal, financial and intellectual property issues.
- Maintain up-to-date and accurate client records and data
- Evaluate and assess impact and results

4. Work effectively with Creative Employers

- Build networks, engage and communicate effectively with CCI employers.
- Research employer needs and expectations and industry skills gaps, identify job and career opportunities and how these differ in specific sub-sectors.
- Set up recruitment and training events, placements, work experience and other opportunities for young people to meet employers and gain experience of the workplace.
- Use employer feedback to improve services and address equal opportunities and diversity issues.
- Advise creative businesses on recruitment and support methods and match them with young talent.
- Exploit public funding incentives for employers.
- Record and evaluate outcomes and impacts

DISCLAIMER

This project has been funded with support from the European Commission. This publication reflects the views only of the author, and the Commission cannot be held responsible for any use which may be made of the information contained therein.

