
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 provision 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 understand the provision on offer and its value to individuals. Those internal to the organisation could be those with particular areas of expertise that support promoting the provision offer.

Performance criteria

You must be able to:

1. define promotional or positioning requirements that will best meet the needs of the provision 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 provision 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 provision 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

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

Glossary

Technology

Hardware (devices/kit) and online methods/tools/apps which can be used in the delivery and assessment of learning programmes.

Resources

This covers any physical or human resource that supports the learning and development process and could include technical equipment, digital technologies (including online tools and apps), handouts, workbooks, people – for example external speakers – and visits to places of interest

Provision

The career development activities offered by a team, service, organisation or sector.

Stakeholders

All those who have an interest in career development activities.

Developed by	CLD Standards Council Scotland
Version Number	1
Date Approved	28 Jun 2021
Indicative Review Date	31 Mar 2026
Validity	Current
Status	Original
Originating Organisation	CDI
Original URN	CDICRD15
Relevant 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, Careers Advisers and Vocational Guidance Specialists, Line Managers, Supervisors and Team Leaders
Suite	Career Development
Keywords	advice, aspiration, career, client-centred, development, education, employment, equality, ethical, goals, group, individual, information, labour market, learn, motivation, needs, network, objective, partnership, plan, practice, refer, reflect, theory