




Personal Development Policy

COVER SHEET

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Location: C:\Users\Jane\School of Marketing Dropbox\Policies\Policies and Procedures\AGREED POLICIES

The **School of Marketing vision** is to achieve excellence in all aspects of its work through accountability, collaboration and teamwork. The **School of Marketing** views personal development as part of a continuous process to help the team to develop their capabilities and experience to contribute to the overall effectiveness of the organisation's performance. Employees need to replenish and keep their knowledge, experience, and acquire new skills to enhance their performance and own personal development. Ongoing staff personal development ensure improvement in employees skills and performance.

A Personal development planning and review process is there to promote this policy and to ensure that everyone knows expectations, receive feedback on their performance and can identify further personal learning and development needs in assisting individuals to understand what is expected of them as part of their role and to enhance their skills in coaching and mentoring learners. The personal development process ensures learning objectives are tailored to meet employee, customer and SoM organisation needs whilst providing ongoing monitoring of employees professional development.



A robust plan is in place to support all team members in achieving the objectives of the **School of Marketing** and their own personal development to ensure we can also deliver an exceptional service to our learners/apprentices and employers whilst improving our own skills and performance.

Employee Induction

Induction is the process through which employees adjust or acclimatise to their new role and working environment.

School of Marketing offer a full Induction to all new employees to help them integrate well into the organisation. This is beneficial to both employer and employee. The Induction process covers practical information about organisational procedures. HR and Senior Management use an essential induction checklist to ensure consistent and thorough delivery of Induction is provided.



360 Annual Review

School of Marketing are driving forward the 360 annual Review and feedback method of performance appraisal which gathers feedback from a number of internal and external sources, including peers, direct reports, senior leadership and customers. This variety of feedback offers line managers a wide-ranging perspective and helps to ensure performance management a more objective and fair process. The purpose of the review is to also ensure learning objectives are tailored and set to help each employee reach their potential. Objectives are underpinned by our customer and organisational needs as well as employee's professional development.

Monthly and Quarterly 1:1's

Line Managers and Senior Management will hold monthly and quarterly 1:1 meetings with all employees to form part of a holistic approach to maintaining performance. The value of monthly meetings is in favour of having regular two-way conversations encouraging discussions to offer feedback that requires well developed skills including:

- Asking good questions
- Active listening
- Giving constructive feedback
- Setting and Improving performance
- Create awareness of skills you have
- Ensure tailored PDP's are created aligning with employee, organisational and customer needs are met

Continuing Professional Development

Continuing Professional Development (CPD) is the learning and development you undertake that contributes to being effective in your role and profession. A range of activities that add value to your work can contribute to your CPD such as:

- In house or external training
- Work based research
- Study leading to a qualification, which may be vocational
- Membership (or working towards) to a Professional body/organisation
- Access to our library modules (covering a range of topics such as, Digital Marketing)

All employees are encouraged to keep CPD evidence, including certificates from previous training and study this then helps chart employees PDP (Professional Development Plan).



Policies and Procedures

All Policies and Procedures are shared with new employees from day 1 of joining the organisation, this forms part of the Induction. Employees will receive training and monitoring through observations and discussions.

Delivery Team

The **School of Marketing** will support the personal development for delivery staff and will be supported by the Managing Director (MD) and the Quality Manager (QM)

On induction **School of Marketing** the team will receive a robust induction to cover all departments and aspects of the business and will meet each team member to understand the roles of other colleagues within the business and how we can all collaborate to meet objectives.

Mandatory training will be undertaken which **School of Marketing** will arrange for as part of the induction process which will include:

- L2 Safeguarding and/or Safer Recruitment training course
- Equality, Diversity, and Inclusion training course
- The Prevent Duty course
- All **School of Marketing** Policies and Procedures are explained and issued to understand, engage and promote to colleagues, learners/apprentices and employers.



For the delivery team this policy will run alongside the '**internal quality assurance policy**', to ensure that all quality processes are met within the delivery and learner journey.

The QM will work closely to support the Coach / Tutor on Induction with weekly 1-1's to assist in progressing the learner and guiding in their own personal development to provide a high standard of delivery and coaching to the learner. After a satisfactory initial performance review, 1-1's will move to monthly, still with opportunities to discuss and plan personal development.

There will be opportunities as part of the personal development plan to complete inhouse training courses which **School of marketing** offer to all team members, work shadowing and upskilling with support from colleagues. There are monthly standardisation meetings to share best practice and policy updates.

The **School of Marketing** will ensure that all staff have the equal opportunity for continuous personal development. Personal development will take a variety of forms and support:

- Opportunities for Promotion and Development
- Improving performance through training, personal development and support

The **School of Marketing** will:

- Develop and improve individuals teaching and training knowledge, skills and performance through a range of approaches including:
 - completion of formal teaching and assessment qualification
 - work with teaching and training bodies
 - conference attendance
 - mentoring
 - best practice networks
- Develop and improve individuals sector expertise, skills and performance through a range of approaches including:
 - our mentoring programme
 - back to the floor days / secondments
 - conference attendance
 - collaborative projects with sector leaders and employers
 - reading trade press, publications and resources
 - professional recognition applications and membership
 - attendance at webinars
 - podcasts

