

The Role of the Enterprise Adviser

As a volunteer Enterprise Adviser, you join a well-established network of business leaders, helping shape the future of careers education and modern work experience. Working through your local Careers Hub, you partner with Careers Leaders and education leaders to bring employer insight, strategic influence and real-world connections into schools, special schools and colleges. Your skills and experience help create high-quality workplace experiences that make careers education relevant, inspiring and meaningful for young people.

What Enterprise Advisers do

- Influence and inspire by partnering with education leaders to shape careers programmes that deliver inclusive, meaningful workplace experiences for every young person.
- Co-design modern work experience by working with educators and fellow Enterprise Advisers to embed employer insight into the design and delivery of modern work experience.
- Connect and champion by using your networks to link schools and colleges with employers and advocating for modern work experience across your organisation, community and sector.

Your collective impact

Enterprise Advisers from more than 2,000 employers contribute the equivalent of £6.7 million in volunteer time each year, showing a collective commitment to improving young people's futures. Together, you help broker over 11,000 employer connections annually, strengthening links between education and business and creating opportunities for young people to experience the world of work.

Your commitment to the role

- Commit to supporting education institutions in your local Careers Hub for at least one academic year.
- Volunteer in a way that suits you, either working one-to-one with a school, special school or college, or offering flexible support across multiple institutions.
- Give around four hours a month, including meetings, preparation and follow-up, delivered in person or virtually.
- Take part in a short induction and learning opportunities to help you feel confident and connected.
- Join local network sessions to collaborate, share ideas and learn from others.

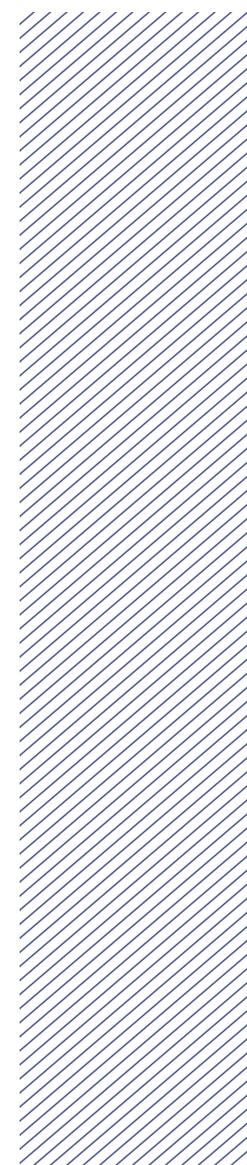
What's out of scope

Your role as an Enterprise Adviser does not include:

- Promoting or selling services to schools, special schools or colleges.
- Duplicating existing activity. Instead, you work in a complementary way alongside the support already available locally.

Who can be an Enterprise Adviser?

You are resilient, solution-focused and passionate about making a difference. You do not need experience working in education; it is your skills, knowledge and business insight that matters. Your real-world experience will help shape better careers education and brighter futures.



Key skills and qualities

- **Relationship building & influence:** You build strong relationships with Careers Leaders, education leaders and wider partners, influencing strategic decisions and shaping careers programmes.
- **Strategic planning:** You work confidently with leaders to create a clear, future-focused careers vision and plan, supporting the culture shift needed to embed modern work experience.
- **Programme design:** You co-design high-quality modern work experience with educators and employers, ensuring experiences reflect real workplace practice.
- **Capability building:** You coach Careers Leaders to grow their confidence, leadership, strategic thinking and the skills needed to build and sustain employer partnerships.
- **Communication & leadership:** You communicate clearly, influence effectively and act as a trusted critical friend, using strong emotional intelligence.
- **Employer networks:** You bring or help build employer connections that widen access to real-world experiences and strengthen education-employer links.
- **Labour-market knowledge:** You understand local labour-market needs and help embed these insights into careers education, highlighting emerging sectors, entrepreneurial pathways and future opportunities.

Why get involved?

Benefits for you	Benefits for businesses
<ul style="list-style-type: none"> • Make a difference in your community • Grow your professional network and connections • Develop new skills 	<ul style="list-style-type: none"> • Develop the future talent your business needs • Showcase your sector and inspire young people • Create lasting partnerships with local schools and colleges

Support for Enterprise Advisers

You are matched with a dedicated Enterprise Coordinator from the local Careers Hub, who acts as your main contact and guide. You'll also have access to a wide range of local and national resources, including examples of impact and good practice to help you feel more confident in the role. Your Careers Hub will host networking events so you can connect with and learn from other Enterprise Advisers in your area.

Further information about the Enterprise Adviser role and how you can register interest can be found at: www.careersandenterprise.co.uk.

