







## and are committed to continuing in the role

At a time when retention has become an increasingly important strategic issue for many organisations, EAs say their role working with schools and colleges in their local community enriches their current career and brings a strong sense of personal fulfilment. Nearly two thirds (63%) say it gives them a sense of purpose and 62 per cent say it has increased their network (Chart 1).

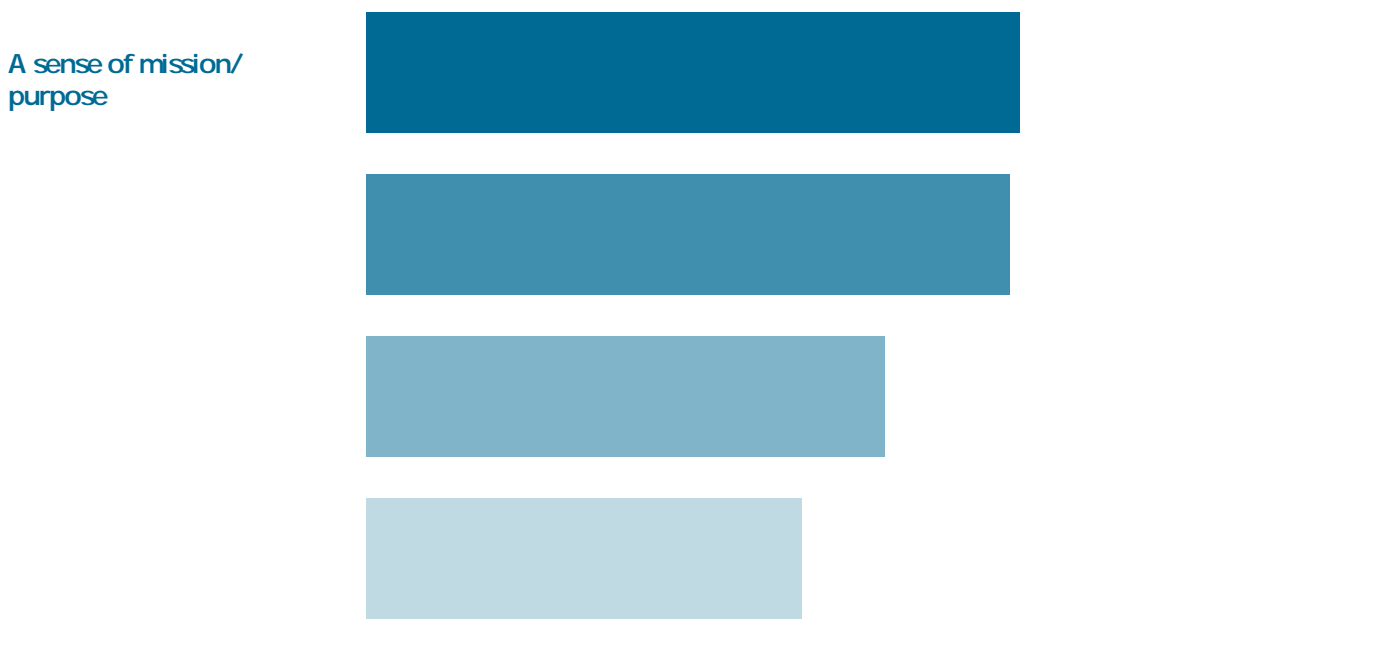
It has also enhanced their skills set. Nearly half (46%) per cent say it has helped them develop their communication skills and 45 per cent say it has helped them develop their relationship management skills.

Similar to other measures, the effect is more profound the longer they are in the role. For those in post for three or more years 54 per cent say it has improved their communication skills, 53 per cent say it has improved their relationship management skills and 30 per cent say it has increased their strategic planning skills.

Four in five (80%) say they want to continue in the role, nearly the same number (79%) would recommend it to someone else and 70 per cent say they have a good experience

Chart 1: Reported benefits of the EA role

### % EAs reporting each benefit



# Enterprise Advisers see positive impacts on careers provision and outcomes for young people which deepens

Through their work supporting Careers Leaders and delivery of careers education programmes in schools and colleges. More than three in five (61%) say their role is having a positive impact in helping schools improve their Gatsby Benchmark achievement.

Nearly four in ten (39%) who have been in the role for up to a year say their schools have been more successful in meeting their Gatsby Benchmark targets (39%) compared to those who have been in the role for three or more years (61%).

Experience in the EA role is an important factor in helping improve performance and increase impact. The longer an EA's tenure, the greater their influence on improving the quality of careers provision and student outcomes.

More than four in five (81%) EAs who have been in the role for three or more years say they have helped increase their school's Gatsby Benchmark performance – this compares with 48 per cent who have been in role for up to a year. Sixty two per cent of those in the role for three or more years say careers education is now more of a priority for schools and college leaders – this compares with 47% who have been in the role for up to a year.

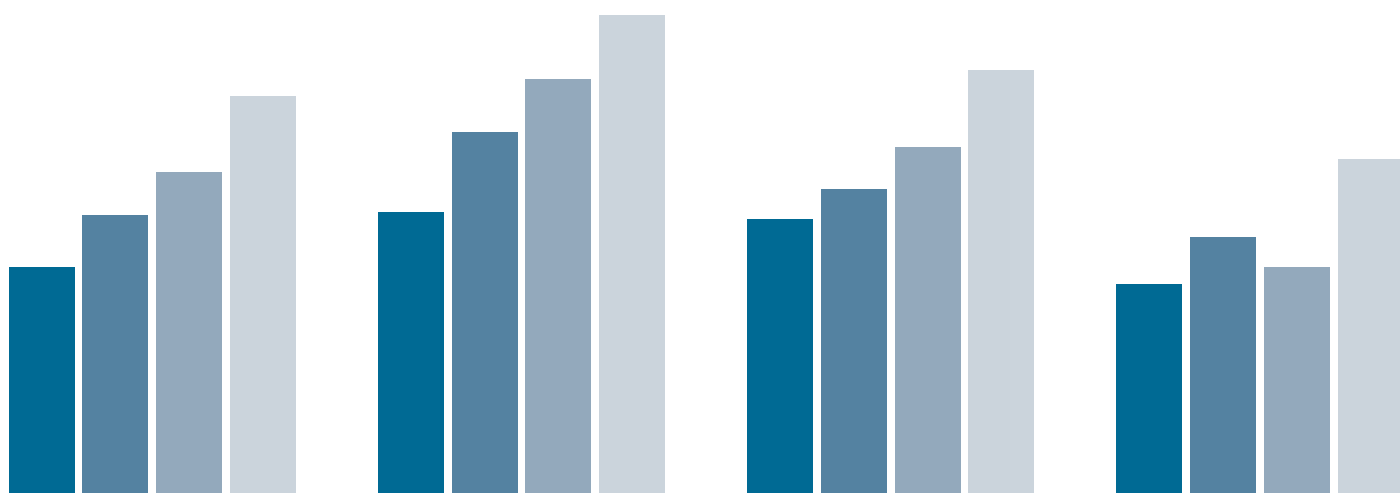
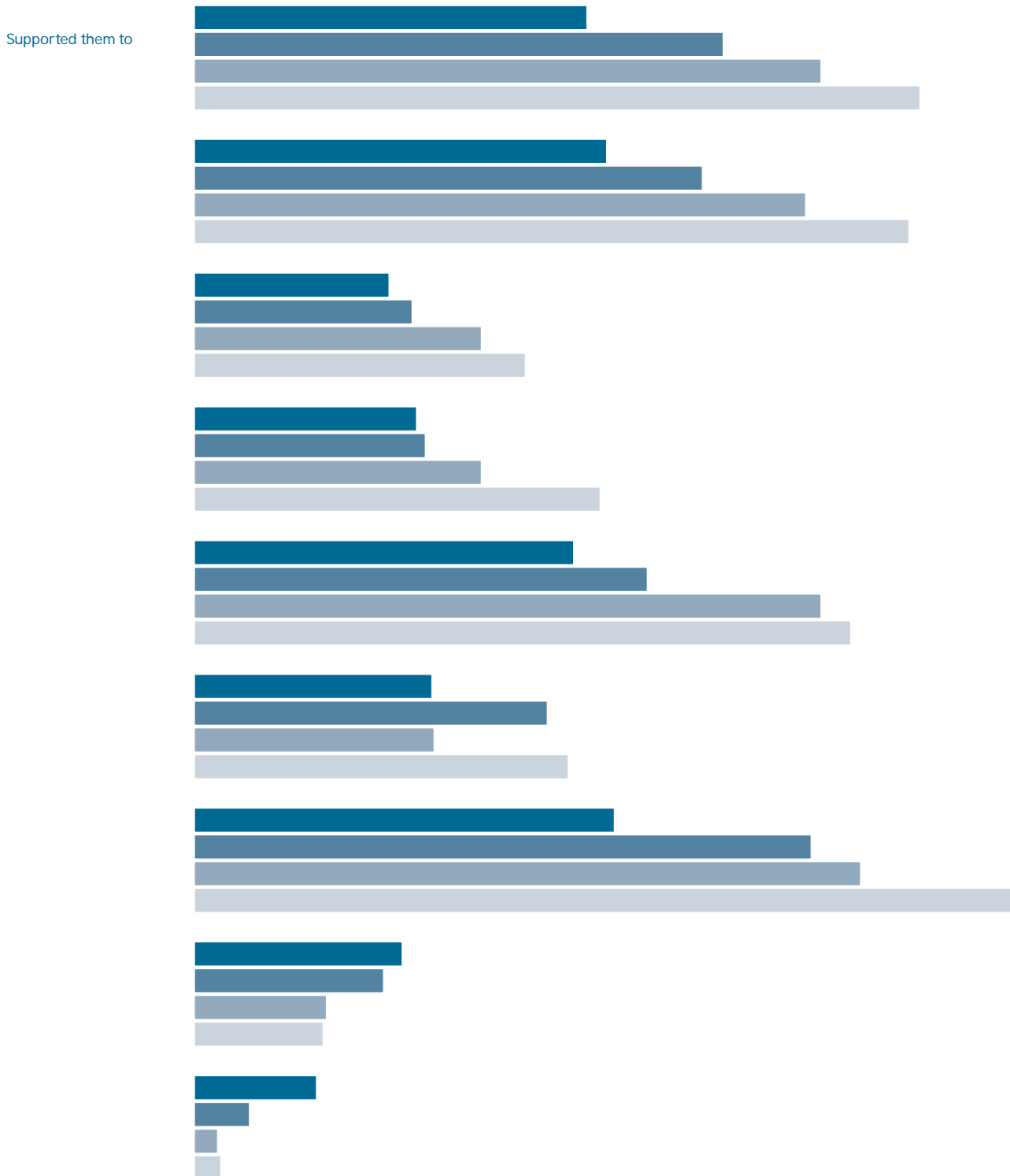


Chart 3: How EAs support the institution on they are matched to

## % EAs reporting each support measure



### Technical Note

The Enterprise Adviser survey was open from February-March 2023. All Enterprise Advisers were invited to take part. 1,149 responses were received – 27% of the EA population.

A more detailed analysis of the sample shows:

What is the size of the organisation you work for?



- Sole-trader (0 employees)
- Micro (1-9 employees)
- (10-49 employees)
- Medium (50-249 employees)
- Large (250-499 employees)
- (500+ employees)

Which of the following best describes your current job role?



- Senior Leader e.g. Chief Executive/ Chair/
- Head of function/ Head of department
- Middle Manager/ Professional e.g. Corporate Manager/ Public Sector Manager/ Professional Services
- Supervisor/ Officer/ Paid employee
- Self-employed professional
- None of the above

NET: How long have you been signed up as an Enterprise Adviser?



- 0-12 months (1yr)
- 13-24 months (1-2yr)
- 25-36 months (2-3yr)
- More than 3 years

