


Knowledge
Transfer
Partnerships

College
Knowledge

To turn your
career options into
great career options,
read on...

A close-up portrait of a young man with dark, curly hair, smiling broadly. He is wearing a red polo shirt. The background is a blurred indoor setting with light coming from a window.

www.ktponline.org.uk/graduates

**Inquisitive?
Bright?
Serious?***

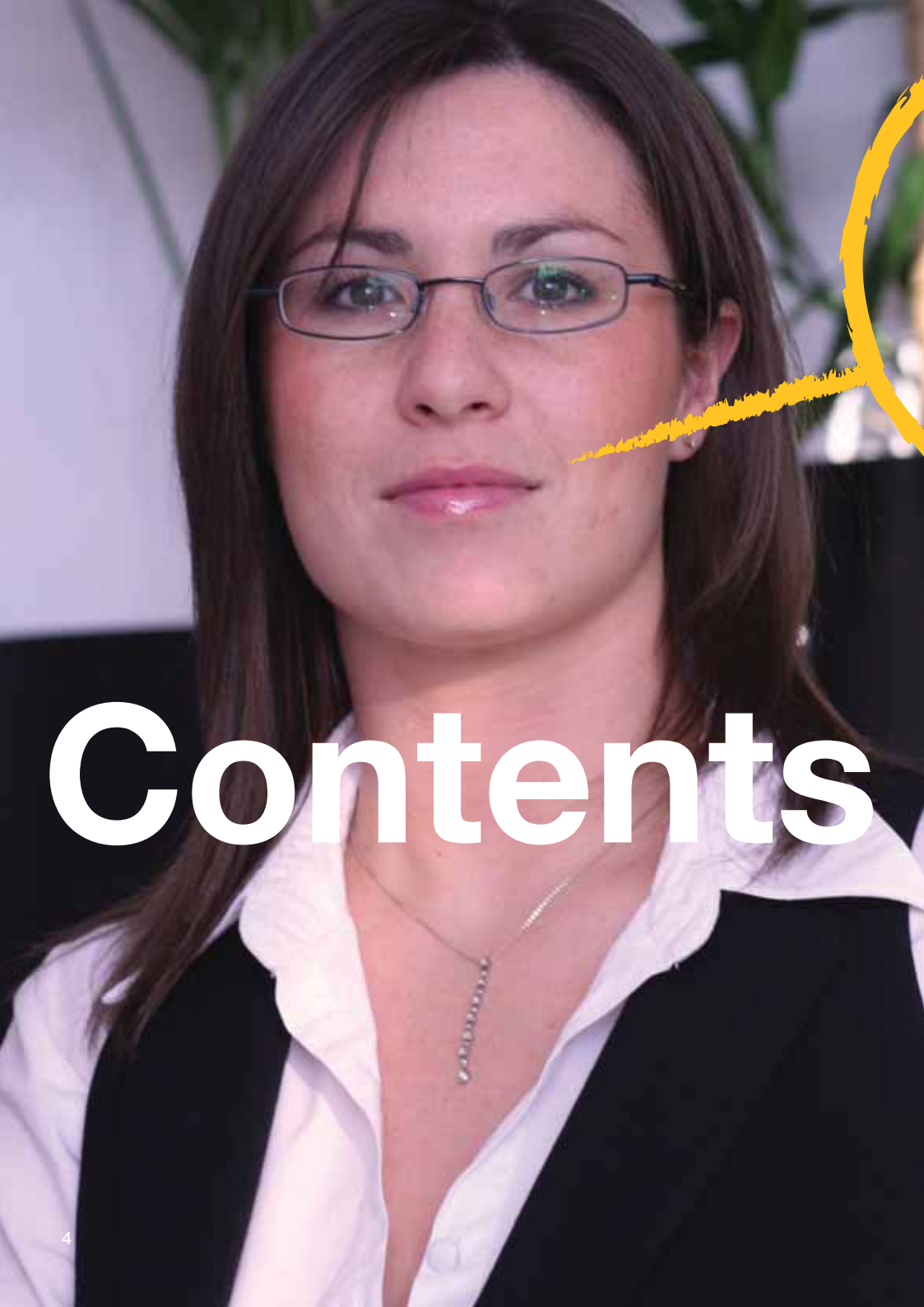


***Serious about getting ahead**

If you want to apply your qualifications, start a 'real' job straight away and gain a further professional qualification, then KTP is what you're looking for.

You should be inquisitive, bright and serious about getting ahead.

Only the most enthusiastic individuals need apply.



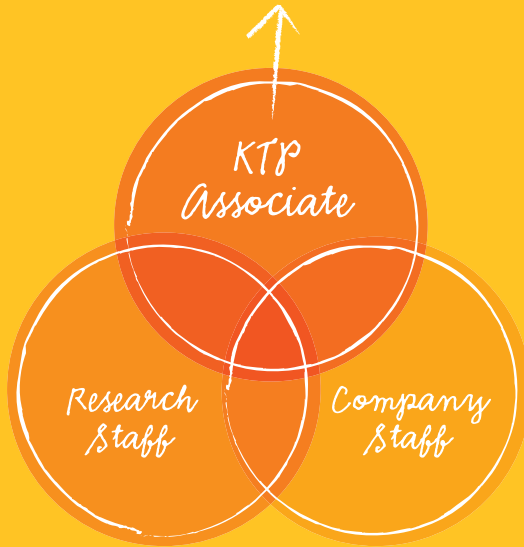
Contents

“For the Associates, KTP creates some fantastic opportunities to develop personally, academically and gain commercial, industrial experience.”

Rebecca Hughes, KTP Associate, QED Consulting and Doncaster College

- 06 About KTP
- 07 What can KTP offer you?
- 08 What can you expect from a KTP?
- 09 My challenge
- 10 A week in the life of...
- 11 Associate profile
- 12 What subject areas do we recruit for?
- 14 Training, support and professional development
- 17 How do I apply?
- 19 How do I find out more?

Strategic Innovation



About KTP

A Knowledge Transfer Partnership (KTP) is a three-way project between a graduate*, an organisation** and a college or university (known as the 'Knowledge Base').

Graduates are recruited to manage strategic projects within the organisation, whilst being supported by a dedicated Knowledge Base.

Founded in 1975, KTP is one of Europe's largest graduate recruitment programmes. KTP has worked with over 3,000 organisations (from micro-sized companies*** to large companies such as Unilever and Rolls Royce), over 140 Knowledge Bases (from Newcastle College to Sheffield Hallam University) and over 6,000 graduates (from engineers to marketeers).

*minimum qualification is NVQ level four

**companies, not for profit organisations and public sector organisations such as the NHS

***< ten people

What can KTP offer you?

Choosing the right platform to launch your career can be challenging, particularly if you want to use your qualifications, continue to develop your skills and have ownership of your own work.

KTP can help you ENHANCE your career prospects by providing you with an opportunity to manage a challenging project, which allows you to use your qualifications, central to an organisation's strategic development and long-term growth.

Through this project, as the 'KTP Associate', you play a key role in managing and implementing strategic development in an organisation and transferring knowledge between it and the Knowledge Base.

Whilst you own your project, you are supported by experienced staff from the organisation and the Knowledge Base. You will also be assigned a KTP Adviser, who will be able to advise you on maintaining good working relationships within your Partnership and how to plan your professional development in broad terms.



What can you expect from a KTP?

Typical challenges you could encounter as a KTP Associate, depending on your qualifications, include designing and introducing new or improved products or processes, reorganising production facilities, introducing improved quality systems and technology, or developing and implementing marketing strategies to break into new markets.

NVQ LEVEL FOUR > FOUNDATION DEGREE > DEGREE

Use business experience to improve **your** qualifications.

Name: Daniel Johnson
Degree Discipline: BSc Psychology
Current Position: Marketing Associate, Microtima Ltd
KTP Project: Microtima Ltd and Newcastle College



My challenge

My challenge is to develop and embed a marketing plan for the company, including the introduction of a scaleable customer relationship management system.

Prior to the KTP, the company had no co-ordinated marketing strategy and lacked knowledge of market trends and the customer decision-making process. The company did have a fantastic technical team designing innovative products for the road traffic industry, but without the understanding of how to communicate its benefits to a rapidly growing but competitive market.

It was my challenge to change the company's perspective from a product to a customer focus. From the outset, I was given full responsibility for all marketing activities; everything from web strategy and PR to distributor rights and return on investment analysis. It was my job to instil a new way of working to senior staff and make recommendations that would have a real effect on Microtima's bottom line.

The project demanded that I learn fast to keep up with the everyday management of the department, combined with the objectives of the plan. I had the expertise of my Academic Supervisor to call upon when I needed and the full support of my MD, who is a past-KTP graduate himself.

There have been many highlights for me, including attending an exhibition in Amsterdam, being published in international trade magazines and making friends with many of the other KTP Associates across the UK. Through the KTP, I have also been given access to great development opportunities and I'm now a member of three professional associations and on my way to Chartered Marketer status.

As a recent graduate, the work I have done through the KTP project has given me experience I would not have gained otherwise at such an early stage in my career. I would have no hesitation in encouraging others to take part in a KTP.



“For the Associates, KTP creates some fantastic opportunities to develop personally, academically and gain commercial, industrial experience. This is certainly true for me, as since completing my KTP, I am continuing to study with the CIM and have progressed within the company, being promoted from Marketing Co-ordinator to Marketing Manager. I feel very lucky to have had this experience and would recommend it to all graduates.”

A week in the life of...

Name: Rebecca Hughes

KTP Project: QED Consulting and Doncaster College

Location: Doncaster

KTP Aim: To create and embed a marketing function that could support and expand the core business.

Job Title: Marketing Manager, QED Consulting

Qualifications: BA Hons degree in History, Chartered Institute of Marketing (CIM): Professional Certificate and Professional Diploma; NVQ level four in Management

Monday:

Met with QED Director to discuss the findings of my marketing audit and kick off meeting with IT to discuss the website redesign. Liaised with press contacts to discuss latest QED press release and had meeting with CRM provider to discuss the upgrading of our CRM system and functions

Tuesday:

Meeting with Academic Supervisor to discuss my ideas and presentation to the Board meeting next week, followed by CIM course in the afternoon and evening

Wednesday:

Drove to Harrogate for the annual CIPD conference. Catch up lunch with a fellow KTP Associate

Thursday:

Gave presentation to the Board on the findings of my marketing audit and to propose my recommendations for the new marketing strategy for next year. Worked on submission for Business Awards entry and finalised details for QED Entrepreneur School Road Show

Friday:

Travelled to the North East with colleagues to promote QED Entrepreneur School Road Show



Associate profile: James Richards

Name: James Richards

Qualifications: BSc Web Management

Current Role: Web Development Manager

Location: Gowerton, Nr Swansea

KTP Project: Business System Services Ltd and Gorseinon College

"I now know what to do at the outset of any project to make it work. These skills give you real confidence in the business arena."

In my KTP I...

My two year KTP project with Gorseinon College and Business System Services Ltd aimed to develop a fully featured, multi-user ASP software system that would cater for the complete needs of the fuel distribution industry. In practice, this meant that I was responsible for developing and implementing a complete IT package to replace an existing paper-based system.

Highlights of the project and what I have learnt...

I really enjoyed the residential training available through KTP. I'm more of a 'hands-on' person, and I like practical ways of learning, so the training courses really helped me to develop my skills set. The collaboration with Gorseinon College throughout the KTP was also excellent. My Academic Supervisor was available any time we came across a problem or needed guidance, and you just can't put a price on that kind of expertise and support. The end result of the KTP was a real success. We created a new IT system which has opened up whole new markets to the company, and has received wide-spread interest at trade shows and from other companies. It's an achievement that this was my work – something that I managed and took ownership of.

The best thing about being a KTP Associate is...

KTP is a good way of getting into business and gaining industry experience. It provides you with the commercial know-how, which gives you a step up over other graduates and makes you more competitive in the marketplace. KTP has definitely helped me to progress my career at a much faster rate than others with a similar background.

From KTP I have learnt...

I learnt a lot from the project management side of the KTP – taking a concept and making it work means being responsible for managing the budget, the time scales, the delegation, the production and so on. I now know what to do at the outset of any project to make it work. These skills give you real confidence in the business arena.

Life after KTP is...

After I finished my KTP I was delighted to be offered a full time position with the company as a Web Development Manager. It's a slightly different role from my KTP, and I've been given more responsibility – I am now managing a team of three and the role is more high profile. It's a credit to the success of the KTP that I've been given this post.

I will recommend KTP because...

KTP is an ideal stepping stone from college to business.

What subject areas do we recruit for?

KTP works across a wide range of academic disciplines and industry sectors. So it might be that you're planning marketing communications for a leading media agency, researching the latest engineering techniques for an environmental company, or undertaking geodemographic profiling for the NHS.

KTP projects last anywhere from one year to three years, so what about life after KTP? Well, around 78% of graduates are offered employment with their host organisation on completion of their projects. See for yourself from the Associate Profiles which you can download from the website. Of the remaining, many go on to achieve great jobs using the skills and experiences learnt during the KTP. Some even set up their own companies as a result of the training and experiences they have gained.

The opportunities are huge and changing all the time...

“The college gives me the tools I would otherwise be missing to do the job - be it training, academic advice or more practical support.”

Kevin Pennington

KTP Associate, West Coast Energy Ltd and Deeside College



Training, support and professional development

As an Associate, you gain business-based experience and personal development opportunities. You can also obtain a nationally recognised management qualification awarded by the Chartered Management Institute.

You will get to spend 10% of your time in training and personal development, which could include courses on leadership and negotiation, financial management or company-based technical training. Many graduates go on to continue their studies further during the KTP. In 2006/2007, 21% registered for post-graduate qualifications and in addition, 50 recruits holding higher degrees registered for further post-graduate work.

The Associate Development Course

All Associates are required to participate in the KTP Associate Development Course. This aims to equip you with the understanding of KTP, the management and business skills needed to manage your projects and subsequent career effectively. In addition, the course provides guided learning towards achieving the Diploma in Management (level five).

The course consists of:

A web-based module:

Module 1:

An Introduction to Knowledge Transfer Partnerships

Three five-day residential modules:

Module 2:

Personal Development and Project Management

Module 3:

Marketing and Effective Communication

Module 4:

Finance and Performance Management

An online-based learning support system, 'KTP Knowledge', which gives you access to a wide range of management topics.

In addition, your KTP Adviser will provide you with coaching and mentoring in support of becoming a competent manager and, in particular, in achieving the Diploma in Management qualification.

“I found the two years work to be both stimulating and challenging. I feel as though I have developed my career far more rapidly than would have been the case had I not been involved with KTP. I was able to experience all aspects of the company and this has been an extremely good grounding on which I can base my career development.”

Anthony Walker

KTP Associate, Tree Fella Plc and Writtle Agricultural College





How do I apply?

Jointly with the partnering organisation in a KTP, the Knowledge Base undertakes the recruitment of the Associate(s) for their Partnership, so you could see a KTP vacancy advertised in your college faculty department, careers office, local paper or on recruitment websites.

Given the wide range of KTP projects available, all qualification subjects are considered. KTP has around 400 vacancies across the UK, and recruitment takes place all year round.

Vacancies are advertised on **www.ktponline.org.uk**

Even if there is nothing that suits you today, why not visit the KTP website regularly to check for vacancies and **submit your profile**. Before you know it, the right job may have found you!

The interview stage

Applicants will be interviewed jointly by the Knowledge Base and partnering organisation involved in the KTP.



How do I find out more?

Visit www.ktponline.org.uk/graduates and search the database of Partnerships to find out about KTPs in the UK today. Watch the 'Why KTP?' video featuring past Associates or view a selection of the case studies. And don't forget, **submit your profile** to register your interest!

Knowledge Transfer Partnerships

*“It was the most enriching experience ever.
It has prepared me well for the future, both
at a personal and a career level.”*

Borja Ramirez, KTP Associate with Unilever