

# CASE STUDY: SKILLS & EMPLOYABILITY

## SUMMARY

City of Birmingham Hockey Club (CoBHC) is a community organisation that looks to improve the equality, diversity and inclusion of individuals within hockey and strives to make a difference alongside partners to bring about opportunities for the local community. Our club is supported by so many individuals in voluntary roles, from social media and marketing to physiotherapy and video analysis all of which are key to our day-to-day activities at the club.

*“Graduates gave us an in depth analysis of the power of social media, what our competitors were doing and how the club could engage weekly to increase our audience” Jeevan Chagger, CoBHC*

Photo credit Birmingham CWG 2022

## THE OPPORTUNITY

City of Birmingham Hockey Club signed up to the Higher Level Skills Match project through Newman University after attending a networking event. The club was interested in being involved in order to give others an opportunity to develop their skills as well as helping the club learn from the next generation of leaders within their respective fields. In terms of the skills gap that Birmingham Hockey Club were looking to fill, this was around looking to create a communication plan and an action plan, particularly for our social media.

## THE RESULT

Newman’s partner institution, Birmingham City University, were able to signpost the club to students who specialise in social media to support with the development of their content creation and gain social media analysis over the next 18 months. The students and graduates not only created this, but also helped City of Birmingham Hockey Club to outline their strengths and areas to improve. This proved to be important as it allowed the club to focus on other key areas too.

*“It gave us an opportunity to learn from others and give the chance for others to showcase their talent and grow their portfolio. Graduates gave us an in- depth analysis of the power of social media and how the club could engage with this weekly to improve our audience, as well as understand what our competitors were doing”.*

## WANT TO KNOW MORE ABOUT HIGHER LEVEL SKILLS MATCH?

BCU Advantage can connect you with Higher Level Skills Match Account Managers who can help you recruit new talent and upskill your business to meet your workforce requirements.

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