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| **Schools Liaison Coordinator** |

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| **Reporting to:** | Marketing Manager |
| **Working Hours:** | Full time (37 hours per week) |
| **Salary:** | £22,451 - £24,583 per annum (Points : 19 – 22) |
| **Annual Leave:** | 26 electable days plus 8 statutory days |

**Job Purpose**

To organise, coordinate and actively deliver all promotional activity with schools and colleges on behalf of the college to meet annual KPIs relating to student enrolments. The scope of this role includes all of the college provision relevant to school children and recent school leavers, including Higher Education and Apprenticeships. The post holder will actively promote and enhance the image of land based industries through presentations, attending events and providing information, advice and guidance.

**Duties and responsibilities of the job**

1. **Schools coordination**

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| 1. Working with the Marketing Manager, plan the annual engagement with all schools setting out priorities for marketing tactics, based on target recruitment areas. |
| 1. To coordinate staff activity to ensure appropriate staffing is identified and allocated to those events prioritised in the annual plan. |
| 1. Make arrangements for school engagement including coordination with school and college staff timings and responsibilities. |
| 1. Actively monitor enrolment and applications. Provide a monthly report evaluating the impact of the annual sequence of engagement with schools, using the outcomes to inform the annual cycle of planning. |
| 1. Oversee delivery of schools related visits securing customer feedback. |
| 1. To train staff to delivery high quality schools engagement activities and to ensure they are fully conversant with the whole college offer. |
| 1. Be first point of contact for school enquires |
| 1. Identify strategic market gaps and develop solutions, liaising with college managers |
| 1. Monitor the performance of staff at promotional events |
| 1. To give presentations and provide information, advice and guidance about the full range of College programmes to groups and individual pupils in a range of schools, so that they are in a position to make informed choices about what to study post GCSEs |
| 1. To actively support marketing activities in schools, including attendance of day and evening events across the catchment area |
| 1. To promote College programmes at marketing events and activities including open days and evenings, curriculum fairs and visits, parents evenings, post 16 fairs and taster events |
| 1. To promote Higher Education programmes within schools and 6th forms and other relevant settings in liaison with the HE Manager. |
| 1. To act as a representative of the College with a range of identified schools and to visit them on a regular basis to maintain and seek new relationships. |
| 1. To work closely with careers teachers in schools to ensure the College is providing an effective service which supports their careers curriculum |
| 1. To establish relationships with school teaching staff and College lecturers which will facilitate the development of school/College links at a curriculum level |
| 1. To ensure the maintenance of an up-to-date CRM of careers staff and teaching staff in the partner schools |
| 1. To establish and ensure that official College displays boards in schools are fully utilised and targeted appropriately and effectively |
| 1. To assist with collecting information for student profiles |
| 1. To create and respond to new marketing opportunities for the College in schools |

1. **Continuous Professional Development**

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| 1. Participate in staff development activities to support Continuous Professional Development (CPD) and keep a Professional Development Portfolio (PDP) to evidence personal development and impact on practice. |
| 1. Actively participate in the College performance management processes, including appraisals to support personal and professional development and enhance student experience. |
| 1. Complete all mandatory training as required in line with College expectations. |

1. **Other responsibilities and duties**

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| 1. Participate in staff and student recruitment campaigns, interviews, Open Days and promotional/information events. |
| 1. Work with employers and other stakeholders as required to develop and deliver high quality curriculum. |
| 1. Contribute to, and support delivery of the college strategic plan. |
| 1. Implement and monitor the college operating plan with line manager and contribute to action plans as needed. |
| 1. Ensure equality of opportunity and promote diversity in all aspects of college life with reference to Ofsted vulnerable student groups and protected characteristics. |
| 1. Analyse and selectively implement the calendar of key equality and diversity events across the programme. |
| 1. Ensure all safeguarding policies and procedures are followed. |
| 1. Maintain student destination data to inform self-assessment and quality improvement. |
| 1. Any other duties connected with the post as are reasonably required from time to time. |

**Qualifications / Skills / Knowledge / Qualities**

It is crucial that the successful candidate shares our student-focussed values, equality of opportunity and parity of esteem for staff and students.

At Plumpton College we are:

* enthusiastic about learning
* responsive to student, customer and community needs
* aspiring to the highest standards
* professional and enterprising
* innovative and creative, and
* friendly and welcoming

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| **Essential criteria for the post** |
| Evidence of good planning, organisational and time management skills |
| Hold a Level 4 qualification or equivalent |
| Be exceptionally customer focussed |
| Be a confident public speaker |
| Excellent communication and interpersonal skills |
| Able to evidence excellent team working skills |
| Sound knowledge and experience of Microsoft Office packages and able to demonstrate competent IT skills |
| Willing and able to travel to external venues |
| Able to demonstrate pro-active problem solving skills |
| Willing and able to regularly work during evenings and weekends |
| **Desirable criteria** |
| Experience of working in a marketing / promotional environment within education |
| Have knowledge of the Government’s agenda for 14-19 provision |
| Have an understanding of the qualifications appropriate for 14-19 provision |
| Experience of working within the land based sector |
| Hold a marketing qualification |
| Hold a customer service qualification |
| Experience of tutoring students |

**CONDITIONS OF EMPLOYMENT**

**Tutoring**

This is a non teaching role but contains a proportion of tutoring responsibility.

**Working Hours**

Basic working hours are from 08.30 to 17.00 Monday to Friday but some flexibility will be required to meet the needs of the business. This is an all year round post. There will be some evening and weekend working required to support promotional activities, and whole college recruitment and promotional events.

**Annual Leave**

The holiday year is from 1 September - 31 August each year. The annual leave entitlement for this role is 26 working days, 8 bank holidays and efficiency days as stipulated by the Senior Management Team. Annual leave is bookable subject to business needs and should be planned and agreed with your Manager. Annual leave sheets will be available from the start of the new holiday year (1 September).

**Continuous Professional Development (CPD)**

This post will be entitled to CPD for industrial updating, personal and professional development. All CPD must be planned, agreed and booked with your Manager.

**Benefits**

The candidate appointed to the post will automatically become a member of the Teachers’ Pension Scheme and pay contributions as determined by annual salary levels. The pension scheme includes life assurance cover, and the College will also pay a contribution towards your pension. There is also free car parking and a competitively priced dining room service.

**Equality and Diversity**

Plumpton College is committed to the promotion of equal opportunities and is dedicated to pursuing non-discriminatory policies and practices and eliminating unfair discrimination on any basis. This means that no job applicant will receive less favourable treatment than another on grounds of gender, marital status, age, racial origin, disability, sexual orientation or political or religious beliefs.

**Criminal Record Check via the Disclosure Procedure**

The Rehabilitation of Offenders Act 1974 gives individuals the right not to disclose details of certain old offences when asked about their criminal record as they may be defined as ‘spent’. There are exemptions to this if the individual is offered a post which involves contact with children or regular work at an establishment exclusively or mainly for children.

The post you have applied for falls into this category and, therefore, requires a criminal background check.

If a job offer is made, you will be asked to apply for a DBS Disclosure Certificate. The Disclosure Certificate will contain details of current and “spent” convictions, cautions, reprimands or warnings held on the Police National Computer, excluding certain specified old and minor offences.

The DBS Disclosure will also indicate whether information is held on government faculty lists of those individuals who are barred from working with children or vulnerable adults (if applicable).

The post-holder cannot begin employment with the College until the DBS Disclosure Certificate is received and considered by the Principal.