



School & College Liaison Coordinator	
Reporting to:	Marketing Manager
Working Hours:	Full time (37.5h/week)
Salary:	£31,677 - £35,496 (Plumpton S6 24-28)
Annual Leave:	26 electable days plus 8 statutory days

Job Purpose

We are looking to recruit an outstanding employee 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 Plumpton College's provision relevant to school children and recent school leaders, including 14+, Further and Higher Education and Apprenticeships.

The ideal candidate will actively promote and enhance the image of land-based industries by coordinating a targeted cross-college approach to engaging with schools and colleges managing the relationships with schools and colleges on a day-to-day basis.

This role includes travel around the local area and further afield, making it ideal for someone who thrives on a flexible schedule and can work autonomously with confidence, as it includes regular early starts and evening work to accommodate school visits and other events. As part of their role, the postholder will work closely with the Student Recruitment and Events Officer and the wider Marketing team.

Duties and responsibilities of the job

1. Schools coordination

a. Working with the Marketing Manager, plan the annual engagement school and college engagement strategy setting out priorities for marketing tactics, based on target recruitment areas.
b. To coordinate staff activity to ensure appropriate staffing is identified and allocated to those events prioritised in the annual plan.
c. Make arrangements for school engagement including coordination with school and college staff timings and responsibilities.
d. 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.
e. Oversee and coordinate delivery of schools related visits securing customer feedback for primary, secondary schools, 6 th forms and colleges.
f. To train staff to delivery high quality schools engagement activities and to ensure they are fully conversant with the whole college offer.
g. Be first point of contact for school enquires for all provision in college
h. Identify strategic market gaps for network growth and develop solutions, liaising with college managers
i. Monitor the performance of staff at promotional events
j. 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. This may be required to be undertaken on-site at schools or via various digital platforms.
k. To actively support marketing activities in schools, including attendance of day and evening events across the catchment area, either in person or via digital platforms.
l. 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
m. To promote Higher Education programmes within schools, 6 th forms, colleges and other relevant settings in liaison with the HE team.
n. To act as a representative of the College with a range of identified schools and to engage with them on a regular basis to maintain and seek new relationships.
o. To work closely with careers teachers in schools to ensure the College is providing an effective service which supports their careers curriculum
p. To establish relationships with school teaching staff and College lecturers which will facilitate the development of school/College links at a curriculum level
q. To ensure the maintenance of an up-to-date CRM of careers staff and teaching staff in the partner schools
r. To establish and ensure that official College displays boards in schools are fully utilised and targeted appropriately and effectively
s. To assist with collecting information for student profiles
t. To create and respond to new marketing opportunities for the College in schools
u. Attend CEIAG network groups on behalf of the college, supporting the wider careers strategy of the college.
v. Develop and build the STEM at Plumpton brand. Network and engage with external groups, arrange presence at STEM focused external events and coordinate STEM based school visits programme with curriculum internally.
w. Develop and manage the college ambassador programme, training and onboarding students to ensure they become valuable members of the marketing and recruitment team.
x. To review and update the online Schools Portal with relevant information
y. Develop relationships with other third party organisations which will help the college expand its educational reach including LEAF, school engagement programmes with employer and regional networks, Prept and more.
z. Arrange on campus recruitment events for schools students such as STEM workshops, tours, taster days, Lambing Live and annual Future Fields event for schools.
aa. Expand reach into national and international markets through UCAS fairs and similar conferences and events.

2. Continuous Professional Development

a. 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.
b. Actively participate in the College performance management processes, including appraisals to support personal and professional development and enhance student experience.
c. Complete all mandatory training as required in line with College expectations.

3. Other responsibilities and duties

a. Participate in staff and student recruitment campaigns, interviews, Open Days, Taster Days, new Student Welcome Days, new Parent events and promotional/information events.
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b.	Work with employers and other stakeholders as required to develop and deliver high quality curriculum.
c.	Contribute to, and support delivery of the college strategic plan.
d.	Implement and monitor the college operating plan with line manager and contribute to action plans as needed.
e.	Ensure equality of opportunity and promote diversity in all aspects of college life with reference to Ofsted vulnerable student groups and protected characteristics.
f.	Analyse and selectively implement the calendar of key equality and diversity events across the programme.
g.	Ensure all safeguarding policies and procedures are followed.
h.	Maintain student destination data to inform self-assessment and quality improvement.
i.	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:

- Ambitious
- Progressive
- Enterprising
- Professional
- Passionate about everything we do
- Supportive

Essential criteria for the post	
a.	Have a detailed understanding and knowledge of the Government's agenda for 14-19 provision and careers strategy
b.	Have a detailed understanding of the qualifications appropriate for 14-19 provision
c.	Have experience of qualifications development to meet requirements of schools, colleges and government agenda
d.	Evidence of excellent planning, organisational and time management skills
e.	Hold a Level 4 qualification or equivalent
f.	Be exceptionally customer focussed with a positive and flexible attitude
g.	Be a confident public speaker
h.	Excellent communication and interpersonal skills
i.	Able to evidence excellent team working skills and ability to work independently
j.	Sound knowledge and experience of Microsoft Office packages and able to demonstrate competent IT skills
k.	Willing and able to travel to external venues
l.	Able to demonstrate pro-active problem-solving skills
m.	Willing and able to regularly work during evenings and weekends
Desirable criteria	
a.	Experience of working in a marketing / promotional environment within education
b.	Demonstrates a good working knowledge of virtual platforms e.g. MS Teams, Zoom.
c.	Experience of working within an educational environment, preferably FE



d. Experience of working within the land-based sector
e. Hold a marketing qualification
f. Hold a customer service qualification

CONDITIONS OF EMPLOYMENT

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. There will be evening and weekend working required to support promotional activities, and whole college recruitment and promotional events. Toil will be offered in lieu of additional hours worked.

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, using iTrent, the College's online portal.

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 Local Government 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.

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.

Date issued 11/9/25

JD category SR&EC

Agreed by



- 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.