



Student Recruitment and Events Officer	
Reporting to:	Marketing Manager
Working Hours:	Full time (37.5h/week)
Salary:	£25,829 - £29,762 (Plumpton S4 17-22)
Annual Leave:	26 electable days plus 8 statutory days

### Job Purpose

The postholder will organise and actively deliver promotional activity with schools and colleges on behalf of Plumpton College to meet annual KPIs relating to student recruitment and enrolments.

The scope of this role includes all the college provision relevant to school children primarily in years 9-13 and recent school leavers; this includes 14+, Further and Higher Education and Apprenticeships.

The ideal candidate will be proactive, be a confident public speaker and be happy to spend a lot of their time externally visiting organisations. 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. You will actively promote and enhance the image of land-based industries executing a targeted cross-college approach to engaging with schools and colleges managing the relationships with them on a day-to-day basis working with schools and colleges across our catchment area, working closely with the wider Marketing team.

### Duties and responsibilities of the job

#### 1. Promotion & Delivery

a. Through an annually set range of activities and products, provide information, advice and guidance about the full range of College courses to groups and individuals in a range of schools, colleges and wider events so that they are in a position to make informed choices about their next study steps.
b. Deliver student recruitment activities in schools, including attendance of day and evening events primarily for students in years 9-13 which includes; careers fairs and presenting at school and college assemblies.
c. Oversee bookings and diary management in partnership with the School Liaison Coordinator, and work with the following college teams; Marketing, Enquiries, Advice and Guidance and all curriculum teams keeping them well informed of commitments.
d. With the School Liaison Coordinator, deliver on-campus student recruitment events, including open events, student welcome day, taster days and our STEM events, planning and organising the logistics and engagement opportunities and leading tours as required.
e. Support the School Liaison Coordinator with the delivery of a STEM based strategy for land and environment subjects with schools.



f.	Provide data and insights on visits and activity to school liaison coordinator on a regular basis. Help maintain the CRM with schools, 6 <sup>th</sup> form and college data and intelligence ensuring details are up to date.
g.	Develop and maintain links at cross-county meetings and groups for CEIAG with the coordinator.
h.	Make arrangements for school engagement including coordination with school and college staff timings and responsibilities.
i.	Support the coordinator in recruiting, training and administering a vibrant student ambassador programme in both voluntary and paid roles.
j.	Deliver wider national and regional events such as shows, UCAS fairs and conferences where overnight stays and travel will be required.
k.	Help achieve goals of the access and participation plan for Higher Education, focussing on both internal and external markets to achieve targets.

## 2. One Garden Brighton (OGB)

a.	Take a lead on visits from Sussex schools across your area of responsibility (inc. Brighton & Hove).
b.	Develop links with schools, colleges and 6 <sup>th</sup> forms across Sussex building relationships with many contacts across the school body to promote horticulture.
c.	Develop the visits offer at OGB for schools and colleges, working with the Learning Outreach Officer based at OGB
d.	Plan and oversee school visits to OGB, engaging the curriculum and commercial teams in visits.

## 3. 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.

## 4. 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.
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.	Assist with cover in another team area if required.



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| i. Any other duties connected with the post as are reasonably required from time to time. |
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### 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 basic understanding of the Government's agenda for 14-19 provision and careers strategy
b. Have an 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 good planning, organisational and time management skills
e.
f. Hold a Level 4 qualification or equivalent
g. Be exceptionally customer focussed with a positive and flexible attitude
h. Be a confident public speaker
i. Excellent communication and interpersonal skills
j. Able to evidence excellent team working skills and ability to work independently
k. Sound knowledge and experience of Microsoft Office packages and able to demonstrate competent IT skills
l. Willing and able to travel to external venues
m. Able to demonstrate pro-active problem-solving skills
n. 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
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.
- 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.