



New College Durham

JOB DESCRIPTION

Job Title:	Schools Liaison and Events Officer
Grade:	Support Grade D
Hours:	37 hours per week (pro rata)
Location:	Framwellgate Moor Campus
Department:	Marketing
Accountable to:	Head of Marketing and External Partnerships

Job Purpose

To support and deputise for the School Liaison and Events Co-ordinator in delivering the schools liaison function in the recruitment of school leavers to full-time further education and higher education courses and apprenticeship programmes.

To support the recruitment of adults into further and higher education provision and community courses.

To organise and attend events and activities to meet recruitment targets.

Key Result Areas

1. To plan effective schools liaison function for years 9, 10, 11, 12, and 13 to maintain effective relationships with key staff in schools; by liaising and supporting head teachers, course leaders, careers advisers and external partners with information and attendance at school events.
2. To support the promotion of school leaver enrolments within the College by planning, organising, attending and participating in events and ensuring materials and activities are relevant, interesting, stimulating and fit for purpose. Liaising with Heads of School and Curriculum Managers to support recruitment.
3. Ability to develop, organise, plan and deliver all school liaison activity.
4. To prepare and analyse data and prepare reports accordingly.
5. To support the co-ordination, planning, organisation and evaluation of internal/external corporate events.

6. To co-ordinate the delivery of marketing campaigns, including media buying & print buying where appropriate.
7. To be an ambassador for the College by attending relevant parents' evenings, industry days, ambassador days and other school based activity to promote the College's curriculum offer to support recruitment targets. To plan and deliver the activities which will be variable to meets the needs of the school.
8. Organise and plan appointments within schools and colleges in order to promote and agree College provision to support the College recruitment targets.
9. Assist with market research and collation of data as appropriate with the various market segments, to include surveys and focus groups as required.
10. Support internal progression from level 1 to 2 levels 2 to 3 and level 3 to higher education choices, through a series of events and activities.
11. To conduct post event evaluation and marketing activity, including digital and social media and website by the effective utilisation of data to support Recruitment Champions to increase conversion from application to enrolment.
12. To support the management of online activities including social media, online enquiries and e-marketing campaigns, ensuring student data is utilised for on-going on line relationship marketing.
13. To assist in the management and content of the corporate website, including quality control systems. Copy writing appropriate to the market. Draw down reports as required, providing data on usage.
14. Organise taster events throughout the academic year both internal and external to meet the needs of schools for years 9,10,11,12 &13.
15. Undertake any other duties commensurate with the grade and status of the post.

General Responsibilities

1. To promote the mission, vision and values of New College Durham.
2. To ensure effective communications within and between teams, be involved in and participate in meetings, team briefings, development days, etc.
3. To engage with line manager in regular appraisals and performance reviews against agreed objectives.
4. To be responsible for actively identifying own development needs.
5. Staff must take reasonable care, and be aware of their responsibilities under the Health and Safety at Work etc. Act (1974) and to ensure that agreed safety procedures are carried out to maintain a safe environment for staff and visitors to the College.

Variation in the Role

Given the dynamic nature of the role and structure of New College Durham, it must be accepted that, as the College's work develops and changes, there will be a need for adjustments to the role and responsibilities of the post. The duties specified above are, therefore, not to be regarded as either exclusive or exhaustive. They may change from time to time commensurate with the grading level of the post and following consultation with the member of staff.

Equality and Diversity

The College is committed to equality and diversity for all members of society. The college will take action to discharge this responsibility but many of the actions will rely on individual staff members at New College Durham embracing their responsibilities with such a commitment and ensuring a positive and collaborative approach to Equality and Diversity. This will require staff to support the College's initiatives on Equality and Diversity which will include embracing development and training designed to enhance practices and the experiences of staff, students and visitors to the College with an all-inclusive approach that celebrates differences. Failure to embrace these commitments may lead to formal action.

If you as a member of staff identify how you or the College can improve its practice on Equality and Diversity please contact the Equality and Diversity Officer in Human Resources 0191 375 4025. Alternatively if you wish for any support or assistance with regards to Equality and Diversity please again contact the above individual.

Commitment to Safeguarding Vulnerable Groups

New College Durham is committed to safeguarding & promoting the welfare of children and young people, as well as vulnerable adults, and expects all staff and volunteers to share this commitment.

PERSON SPECIFICATION

Job Title: Schools Liaison
and Events Officer

Assessed by key:

1. Application form
2. Interview
3. On the job
4. Skills test

In order to progress through the recruitment process you must be able to show how you meet each of the criteria at ALL of the “assessed by” stages stated.

Knowledge & Experience	Assessed by	Essential	Desirable*
English and Maths at Level 2 (GCSE / O Level, Grade C/4 or above) or equivalent, or willing to work towards**	1	✓	
Level 4 Qualification in a Business/Marketing/Careers related subject (or equivalent qualification), or a willingness to work towards	1	✓	
Qualified at level 5 CMI	1		✓
Recent and relevant experience in developing and delivering school liaison activity for recruitment in FE and HE	1, 2	✓	
Recent and relevant experience in marketing and events management	1, 2	✓	
Have an understanding of a wide range of digital communication tools	1, 2, 3	✓	
A good understanding of marketing communications	2, 3	✓	
Recent working knowledge and experience of utilising Microsoft packages (Excel, word, outlook, PowerPoint)	1, 3	✓	
Recent experience of working within Marketing in an FE/HE College or School	1, 2	✓	
Skills		Essential	Desirable
A proven track record of being able to prioritise and organise own work	2, 3	✓	
Experience of managing and dealing with external and internal stakeholders	2, 3	✓	
Excellent communication skills both written and verbal	1, 2, 3	✓	

Manage own workload and prioritise work as required with the ability to effectively organise and schedule tasks to meet deadlines	2, 3	✓	
Ability to analyse data and produce reports	2, 3, 4	✓	
Enthusiasm and flexibility to successfully work with school partners to provide educational options	2, 3	✓	
Ability to communicate effectively and work with others, such as head teachers, teachers, careers advisors and external contracts-this requires a professional approach at all times	2, 3	✓	
A commitment to resolving problems and to improving own performance	2, 3	✓	
Demonstrate the ability to work with accuracy and attention to detail in a constantly changing environment	2, 3	✓	
Suitable to work with young people and vulnerable groups.	1, 2	✓	

*For the post holder to be successful in the role, all criteria within the person specification are essential, however for the purpose of recruitment some are listed as desirable as we may expect to see this skill, experience or qualification develop or be obtained once in the role.

**This criteria might be considered at the shortlisting stage.

This job description may be reviewed in light of experience, changes and developments during the on-going appraisal and performance review process.

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