
Recruitment and Engagement Officers (x 2)

External Vacancy

Post Ref: 5993 Full Time (2 x 37 hours per week) Permanent. £21,829.66 to £23,729.47 per annum.

Attractive benefits for this post includes 35 days' holiday per year plus bank holidays and the opportunity to join the Local Government Pension Scheme.

Sunderland College is looking for engaging, energetic and enthusiastic individuals for this exciting new role.

As the College embarks on a new marketing and recruitment strategy this role will be essential in building new relationships, increasing our market share and penetrating new markets. You will deliver meaningful engagements with potential students, the wider community and businesses.

You will be an expert presenter and someone who thrives on delivering high targets. You will lead on our engagements with learners of all ages but a large focus will be on supporting the decision making process of school leavers. You will engage with them early and ensure that Sunderland College or Hartlepool Sixth Form is their preferred choice.

You will work closely with the Director of Marketing, Sales & Corporate Affairs and the Marketing Campaigns Manager as well as under the management of the Recruitment, Engagement & Events Manager as part of a larger marketing function. You will provide crucial market insights and help guide our marketing and recruitment activity.

This is a forward facing role that requires constant energy, a proactive attitude and a creative approach.

To find out more about this great opportunity visit www.sunderlandcollege.ac.uk/vacancies alternatively email vacancies@sunderlandcollege.ac.uk or call 0191 511 6046 to request an application pack.

All applications must be received by 5:00pm Friday 20 July 2018

It is anticipated that interviews will take place on Monday 30 July 2018

We are working towards equal opportunities and welcome applications from all sections of the community. We are committed to PREVENT and safeguarding the welfare of children and vulnerable adults.

Job Description

(This is a description of the job as it is as present constituted. It may be necessary, from time to time, to update job descriptions to ensure that they relate to the job as then being performed. Therefore, management reserve the right to make changes to your job description, commensurate with your grade/level in the organisation, after consultation with you).

Post title	Recruitment & Engagement Officer
Post Reference	5993
Reports to	Recruitment, Events & Engagement Manager
Department	Marketing & Engagement
Grade	019-022
Contract	Permanent, Full Time (2 x 1FTE)
Location	Any college campus

ROLE PURPOSE

- To deliver exceptional promotional event experiences within schools, other colleges and the community.
- Work in partnership with college stakeholders to maximise the representation of the college at external events.
- Coordinate the college's taster event schedule and develop innovative ways of getting potential school leavers to engage with in-college activity.
- Take responsibility for delivery of recruitment targets from school and community groups.
- To deliver communications that support events including promotion of events and post-event follow-up.
- To be a proactive member of the wider directorate.
- To undertake other duties commensurate with the level and nature of the post.

KEY ACCOUNTABILITIES

- To deliver exceptional promotional event experiences within schools, other colleges and the community.
- To develop innovative event and engagement experiences to promote the college amongst its wide range of client groups.
- To develop a strong school liaison offer developing interactive activities that excite, engage and result in conversion to application and/or enrolment.
- To collect data from potential learners and partners, using the college's CRM systems to store and interrogate this information for follow-up communications and reporting.
- Work with curriculum to develop innovative recruitment events that promote the college and curriculum area key messages and offer participants exceptional event experiences.
- To gather feedback and analyse data to proactively improve the performance of all engagement experiences.
- Work in partnership with college stakeholders to maximise the representation of the college at external events.
- Develop positive and productive working relationship with schools, community groups and other networks that will benefit recruitment and relationship building.
- Identify gaps in the offer from schools, colleges and universities to deliver highly targeted interventions.
- Work with community, business and local authorities to identify opportunities for the college to highly visible in our catchment areas, and beyond.
- Manage individual schools or community accounts to ensure that the college is represented at every relevant event.
- Coordinate the college's taster event schedule and develop innovative ways of getting potential school leavers to engage with in-college activity.
- To develop and implement an annual events calendar of activities that students can engage in college activities, including taster days, masterclasses and workshops.
- To coordinate the college's annual taster event calendar, maximising student numbers and quality.
- To liaise with curriculum teams and the wider college to develop innovative and engaging opportunities for prospective students.
- Take responsibility for delivery of recruitment targets from school and community groups.

- To deliver on performance indicators including application generation and conversion.
- To work with the Recruitment, Engagement & Events Manager, Marketing & Communications Manager and the Director of Marketing, Sales & Corporate Affairs on the management of early warning signs that may affect recruitment, implementing interventions as required.
- Report and present on activity and recruitment figures.
- To deliver communications that support events including promotion of events and post-event follow-up.
- To promote our recruitment events to potential learners and advocate groups to maximise participation.
- To deliver post event communications that support the college's relationship marketing approach.
- Work with the wider marketing team to deliver highly targeted and innovative communications (on and off line).
- To be prolific in the use of social media to engage partners and potential learners, communicating about our recruitment activities.
- To lead, or support, the delivery of college recruitment and corporate events as required.
- Act as an internal advisor for the marketing and events department, and the wider college, on the delivery of recruitment activities.
- Ensure all tools and systems are used to their maximum effect.
- Champion the College's brand message, identity and manage its implementation across the whole college.
- To deputise for the Recruitment, Engagement & Events Manager or Director of Marketing, Sales & Corporate Affairs as required.

GENERAL

- To work at any of the College sites on a temporary or indefinite basis.
- To undertake such duties as are reasonably allocated, appropriate to the grade of the post
- Comply with College Policies and Procedures and the Staff Code of Conduct which can be accessed via Alfresco.
- To take appropriate responsibility for PREVENT and the safeguarding and promotion of the welfare of children and/or vulnerable adults.
- To uphold British Values, the college values and responsibilities with regard to equality and diversity.
- To understand and adhere to college Health and Safety policies and guidelines ensuring compliance with statutory legislation.
- To invigilate during examinations if and when requested

Person Specification

Post Title: Recruitment, Events and Engagement Manager Post Ref: 5992

CRITERIA	ESSENTIAL REQUIREMENT	DESIRABLE REQUIREMENT
Skills/Knowledge/Aptitude Knowledge of FE and HE recruitment cycles Highly competent in the use of digital tools. A creative approach to delivery events and engagement activity Ability to build relationships with internal and external stakeholders for the benefit of the organisation. Excellent oral and written communication skills	 ✓ ✓ ✓ ✓	 ✓
Qualifications and Training A Level 6 qualification in an events related discipline. Level 2 English and maths qualification	 ✓ ✓	
Experience Experience of working in a marketing, sales or events role preferably within an educational environment. Experience of delivering events. Experience of working to targets.	 ✓ ✓ ✓ ✓	
Personal Attributes Energy, urgency and drive to be successful Ability to work flexibly To have due regard and take appropriate responsibility for PREVENT and the safeguarding and promotion of the welfare of children and/or vulnerable adults. To uphold British Values, the college values and responsibilities with regard to equality and diversity. To understand and adhere to college Health and Safety policies and guidelines ensuring compliance with statutory legislation. Must be independently mobile throughout the North East area	 ✓ ✓ ✓ ✓ ✓ ✓	



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