

# Job Description

## Marketing Assistant: Schools Liaison

Reporting to: Head of Marketing and Admissions



### The key purposes of this role are to:

- Provide delivery of effective schools liaison activities
- Support a high-quality admissions service
- Support marketing activities for the College

	This front-line support analyst post is accountable for:
Provide delivery of effective school liaison activities	Provide high quality advice and guidance to prospective students in the College and in feeder schools
	Assist the Schools Liaison Officer with maintaining the Schools Liaison Diary, keeping strong and professional relationships with key personnel in schools
	Assist the SLO with attending and organising visits to Careers Fairs/events in schools and other venues
	Support the SLO in maximising new initiatives in schools to increase applications and improving conversion to enrolment including making stronger partnerships between subject staff and engaging with applicants
Support a high-quality admissions service	Deliver admissions interviews for prospective students by providing information, advice and guidance to inform their course choice.
	Assist the Admissions Officer and Admissions team with keeping the applicant records up to date when processing applications
Support marketing activities for the College	Contribute to the fulfilment of the marketing plan and associated targets
	Support the Marketing Team with the planning and delivery of College Events including but not exclusively Open Days, Choices Days, Apprenticeship, High Achievers' Awards Ceremony, Big Bang, Careers Advisor Information Sessions and HE events
	Assist with marketing campaigns, event evaluation, recruitment and school trends, completing electronic records as required
	Actively participating in appropriate reviews, meetings, monitoring, data analysis and evaluation within the marketing team. Reporting back market intelligence from Schools Liaison activities
Other Roles	Playing an active role in the development of the College and its courses; feeding appropriate market information to managers and guide curriculum and service development and liaising with academic staff
	Promotion of the College's brand, its culture of excellence and of its unrivalled choice of courses
	Actively contributing to the wider life of the College
	Undertaking continuing professional development in order to respond successfully to the challenges of a changing situation
	Assist in the development of skill sharing and delivering Staff Development where appropriate.
	Safeguarding and promoting the welfare of children, young people and vulnerable adults as part of your everyday duties
	Complying with College policies (including health and safety).
	Undertake such duties related to the work of the College as may be assigned, consistent with your level of responsibility

Incremental progression is subject to satisfactory performance.

Annual targets for each element in this job description may be agreed annually with your Line Manager.

**Overall factors that will be crucial in determining success are:**

<b>Indicators/ sources for reaching performance judgements (not exhaustive):</b>
Student and Parent feedback Successful recruitment numbers Conversion of students from application to enrolment Students on the correct courses – low numbers of course changes Increased student applications/growth analysis of new areas Brand reputation and perception REMS reporting

**Personal Profile**

The role holder will closely match the following criteria:

	<b>ESSENTIAL</b>	<b>DESIRABLE</b>
<b>QUALIFICATIONS</b>	Level 2 in Maths/English Minimum Level 3 (A-level) education Safeguarding level 2 <b>or</b> willingness to undertake	To possess a marketing qualification <b>or</b> the willingness to develop your knowledge of marketing.
<b>KNOWLEDGE</b>	Demonstrate understanding of English qualifications structure including apprenticeships	
	Awareness of secondary schools in the area	Knowledge of LMI and local skills shortages.
	Understanding of GDPR and data protection	
<b>EXPERIENCE</b>	Experience of working with young people aged 14-19	
	Experience of delivering professional presentations to large and small groups	
	Experience of forming positive and productive relationships with employers and school contacts	
	Experience of using social media and analysing effectiveness of campaigns	
<b>SKILLS/PERSONAL QUALITIES</b>	Suitable to work in a College/School environment in the presence of children, young people and vulnerable adults and to act accordingly.	Excellent communication and interpersonal skills with a wide range of audiences.
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	An effective, hardworking and sensitive team player with the ability to collaborate with colleagues in the promotion of College provision	Energy and enthusiasm for marketing the organisation.
	High level of IT skills including Microsoft Office including presentation software, spreadsheets	
	Ability to understand and interpret data	
	A passion for education and student	Knowledge of the education

	achievement	system post 16 or willingness to learn
	Ability and/or willingness to learn new skills	
	Hold a current driving licence	

This job description sets out the main duties of the post at the date on which it was drawn up. Such duties may vary from time to time without changing the general character of the post or the level of responsibility entailed. Such variations are a common occurrence and do not justify a reconsideration of the grading of the post.