**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).*

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| Post Title | **Recruitment & Engagement Officer** |
| Post Reference |  |
| Reports to | **Recruitment & Engagement Team Leader** |
| Department | **Marketing & Engagement** |
| Grade | **019 - 022** |
| Contract | **Part Time, Permanent** |
| Location | **Any college campus** |

### ROLE PURPOSE

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| * To design, develop and deliver exceptional interventions schools, other colleges and the community driving awareness of EPNE’s colleges to our target markets.
* To develop strong relationships with feeder schools and community groups.
* To develop and maintain internal relationship with stakeholders.
* To support Recruitment team to monitor, track and report on the impact of School engagement and ROI.
* To provide effective advice and guidance to diverse audiences.
* To be a proactive member of the marketing team supporting all promotional activity.
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### KEY ACCOUNTABILITIES

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| **Recruitment*** To design, develop and ensure the consistent delivery of exceptional promotional experiences with schools, other colleges and the community, ensuring the college is highly visible within our catchments and to our audiences.
* To develop strong partnerships and build positive relationships with new and existing schools, community groups and other networks ensuring a consistent approach to delivery is maintained.
* Measure the effectiveness of engagement activity and constantly improve performance.
* Deliver an innovative calendar of college and external events that drives recruitment targets.
* Maximise student numbers for the college, ensuring that every opportunity increases our reputation and provides an exceptional event experience for our students.
* Ensure that learner numbers are maximised across the partnership and our colleges by identifying and implementing engagement activities.
* To deliver exceptional promotional event experiences within schools, other colleges and the community.
* Support Recruitment Coordinator to develop a strong school liaison offer developing interactive activities that excite, engage and result in conversion to application and/or enrolment.
* 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.
* Work with curriculum to develop innovative recruitment events that promote the college and curriculum area key messages and offer participants exceptional event experiences.
* Identify gaps in the offer from schools, colleges and universities to deliver highly targeted interventions.
* Champion the brand message, identity and manage its implementation externally.

**Events Management** * Deliver high-quality event experiences both for the college and for external partners.
* To support Open Days and conversion activities, planning new and innovative experiences to meet the needs of our students.
* Support the delivery of all college corporate events and the college’s commercial hire clients.
* Support the delivery of annual events calendar of activities that students can engage in college activities, including taster events, open events, masterclasses and workshops.

**Stakeholder Management** * Work collaboratively with internal stakeholders to ensure recruitment and events activities are integrated and consistent.

**Reporting** * Monitor the quality and effectiveness of engagement activities and recruitment events, working with Recruitment Coordinator to implement improvement plans and drive participation.
* Monitor and report against targets and benchmarks for recruitment and engagement activity (leads, feeder schools analysis etc) to evidence ROI.
* To gather feedback and analyse data to proactively improve the performance of all engagement experiences across the team.
* To deliver on performance indicators including application generation and conversion.

**Data Capture** * Ensure data collection is maximised across all recruitment activities.
* 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.

**Social Media** * To actively use social media channels to showcase external engagements and promote recruitment activities to Schools and Community groups.

**Financial Management** * Follow financial policies and procedures.

**Integrated planning** * To work collaboratively with the wider Marketing and Engagement Department to ensure recruitment activities are integrated within the wider campaign strategy.

**Project Management** * To support cross group and Department projects relevant to the role.

**Sales support materials** * To work collaboratively with Recruitment & Engagement Team Leader to develop a consistent set of sale support materials for recruitment.
* To create brand building and engaging presentations for Schools and Community groups.
* To support the creation and updating of School Liaison webpages to showcase offer and interventions, provide advice and guidance, key contacts and online bookings system to professionalise the service.

**Generic duties and responsibilities** * Work effectively as part of a team.  Develop a collaborative approach to work, working across teams and recognise where area of responsibility connects with and impacts other area to deliver an integrated activity.
* Have a positive and colligate approach to problem solving and new initiatives.  Innovate with a solution driven attitude.  Respond positively to feedback to strive for continuous improvement.
* Use initiative to resolve complex problems by applying creativity to identify practical options and devise varied solutions
* Be organised, responsible and flexible in your approach to work
* Be target driven, regularly review performance of area of work and use data to inform decision making.
* Have the ability to effectively plan and organise resources and lead by example. Ability to supervise others to contribute to a high performing, positive team that is motivated and committed.
* Represent Marketing & Engagement positively across EPNE and to external stakeholders. Develop and maintain good relationships.
* Deputise for Manager where appropriate.
* Have specialist knowledge of own area of responsibly and be proactive in further developing these skills, upskilling colleagues through training
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### 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.
* 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 polices and guidelines ensuring compliance with statutory legislation.
* To invigilate during examinations if and when requested

|  | **ASSESSMENT METHOD** |
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| **PERSON SPECIFICATION**  | **Essential** | **Desirable** |  | **Certificate** | **Application Documents** | **Reference** | **Selection Process** |
| **Qualifications** |  |  |
| A Level 6 qualification preferably in a Marketing or Sales/Events related discipline. | « |  |  | « | « |  |  |
| Level 2 English and maths qualification | « |  |  | « | « |  |  |
| A professional qualification in marketing (CIM) |  | « |  |  |  |  |  |
| **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. | « |  |  |  | « | « | « |
| **Skills and Understanding** |  |  |  |  |  |  |  |
| 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 | « |  |  |  | « | « | « |
| **Personal Attributes** |  |  |  |  |  |  |  |
| Suitable to work with children and young people | « |  |  | «Criminal records check via DBS | « | « | « |
| Excellent time management skills. | « |  |  |  |  |  |  |
| Energy, urgency and drive to be successful | « |  |  |  | « | « | « |
| Ability to work flexibly | « |  |  |  | « | « | « |
| Must be independently mobile throughout the North East area  | « |  |  |  | « | « | « |
| 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.  | « |  |  |  | « | « | « |