

JOB DESCRIPTION

Job Title: School Engagement Officer

Responsible to: Marketing & School Engagement Executive

Accountable to: Director of Marketing, Admissions & Business Development

Job Purpose

To deliver a high quality proactive service to schools and represent the college at schools or college liaison events to ensure the recruitment of learners to the college in line with targets.

Key Responsibilities

1. Provide high levels of responsiveness and a customer relationship management to schools adopting an Account Manager approach.
2. Work closely with schools in Warrington, Hartford, Winsford and other schools in the surrounding areas, at all levels of the organisation. Support the Marketing & School Engagement Executive in building key relationships with schools on the outskirts of the college catchment areas to raise awareness, increase learner numbers and market share.
3. Strengthen and build on existing relationships with local schools, improving the reputation, positioning and market share of Warrington & Vale Royal College, locally and regionally.
4. Support the Marketing & School Engagement Executive in developing and organising a range of activities for schools, including years 7 – 11.
5. Represent, present and actively promote the college at events such as school careers fairs, assemblies, year 9 options events, school parents' evenings, open evenings and taster days. In addition, proactively seek new opportunities for promoting the college.
6. Deliver bespoke presentations to small, medium and large audiences in a variety of settings e.g. school assemblies, group presentations, and key stakeholder's presentations.
7. Keep up to date with new courses, curriculum and qualification changes to ensure high levels of information, advice and guidance to young people and parents.
8. Carry out pre-entry school leaver interviews in schools and chase DNAs post interview in discussion with the Admissions Manager.
9. Work with the Additional Learning Support Co-ordinator to ensure: regular meetings with school SENCOs are taking place; learners in need of support are hand held through the admissions/transition into College and all assessments for exam access and support are completed pre entry.
10. Liaise effectively with curriculum staff to co-ordinate, plan and manage Open Days, New Student Welcome Day for all new FT students and Taster Days for prospective students.
11. Work with the Marketing & School Engagement Executive to develop mechanisms to

measure impact and provide data for reports, as and when required.

12. Work closely with the Admissions Manager to ensure the school leaver application and interview process is as effective and smooth as possible and mechanisms to measure impact are in place.
13. Liaise with the Director of Marketing, Admissions & Business Development and Marketing & School Engagement Executive to explore tactical approaches to recruiting 16-18 learners and increasing market share.
14. Develop relationships with local Sixth Forms to raise the profile of the HE offer available at the college
15. Build relationships with key stakeholders in order to generate positive word of mouth.
16. Liaise effectively with current and prospective students and parents / carers, face-to-face and on the telephone.
17. Keep up to date with new technology to enhance presentations and events co-ordinated by Warrington & Vale Royal College.
18. Achieve individual and team targets to ensure that college application and enrolment targets are met for all learners.
19. Support the development of marketing materials for use at events in schools and colleges.
20. To help develop and implement PR strategies and integrated marketing campaigns to engage target audiences effectively.
21. Undertake other tasks to support the wider marketing team.

Responsibilities Common to all Staff

- To establish, maintain and develop professional working relationships with colleagues.
- Follow all agreed Quality Assurance Mechanisms operating within the College and contribute generally to the establishment and development of a quality provision/service.
- The College operates a Performance Management Review Scheme through which objectives and development plans are agreed. All staff are required to participate in the scheme and, with their manager, are jointly responsible for the completion of agreed actions.
- The College is keen to ensure the health and safety of students, staff and visitors. All staff are responsible for complying with the Health and Safety at Work Act 1974 and ensuring no-one is affected by individual acts or omissions.
- The College aims to be a place in which people can work and study free from discrimination. All staff and students are required to comply with the College's Single Equality Scheme.
- To contribute to the College's Mission, Vision, Values and British Values.
- To be aware of, and responsive to the changing nature of the College and adopt a flexible and proactive approach to work.
- All employees are required as part of their duties to accept responsibility for safeguarding, Prevent and promoting the welfare of children and vulnerable adults.

Review Arrangements

- This job description is not a rigid specification but identifies main responsibilities which will be amended in the light of organisational need and in discussion with the postholder.

PERSON SPECIFICATION – SCHOOL ENGAGEMENT OFFICER

Qualifications

Essential:

- At least 5 GCSE grades A – C including maths and English

Desireable:

- Possess a degree or professional business related qualification

Skills and Abilities

- Strong presentation and interpersonal skills
- Proven track record in customer relationship management and customer service
- High level of communication and customer service skills
- Good knowledge and understanding of Microsoft packages e.g. Word, Excel, PowerPoint.
- Proven track record in achieving results.
- Competitive attitude to success and the delivery of outstanding service and standards
- Ability to work autonomously and flexibly with evening work
- Efficiently maintain the highest professional standards in the face of a demanding workload
- Good administration skills, displaying an organised, methodical approach and attention to detail
- A valid driving licence, car owner and the ability to travel frequently as required to schools, different college sites, events and meetings.

Qualities

- Professional and positive at all times
- Passionate about the importance of excellent customer service
- Enthusiastic, highly motivated individual
- Commitment to Equal Opportunities
- Flexibility in working patterns and a willingness to work unsociable hours
- Commitment to CPD

Experience & Knowledge

- Experience of working in a liaison or recruitment role, ideally within an educational environment.
- Able to demonstrate professional and effective manner with people from a variety of backgrounds, customers, staff, managers, students and stakeholders; thrives in a people-focused environment.