

Job Description

JOB TITLE:	Events and Schools Liaison Executive
GRADE:	Support Staff Pay Scale H
REPORTS TO:	Head of Marketing
CAMPUS:	All campuses (base to be Slough & Langley)
JOB PURPOSE:	The post holder will support the delivery of the College Group's schools liaison, events and student recruitment activities across all campuses. Working under the direction of the Head of Marketing, they will coordinate school visits, assemblies, promotional events and campus tours, providing a welcoming and professional experience for prospective students, parents and stakeholders.

N.B. This job description is current at the date of issue. It will be reviewed annually and may be updated by the Principal.

Main Duties

- Support with the coordination and delivery of an agreed programme of open days, open evenings, school events (such as assemblies, careers events, workshops, presentations and other school liaison activities), campus tours, welcome days, interview days, graduation and celebration ceremonies, and other promotional activities across the College Group.
- Undertake the practical and administrative arrangements for events, including venue bookings, room layouts, equipment, signage, materials, staff requirements, visitor registration and event communications.
- Attend and staff events across all campuses and at external venues, providing a welcoming, professional and helpful experience for prospective students, parents, visitors and stakeholders.
- Support the recruitment of learners to a range of programmes including, but not exclusive to, 14-16 Schools, 16-19 year olds, adult learners, apprentices, higher education students, students to attend commercial ventures and businesses/employers across all College Group sites.
- Monitor and evaluate recruitment and promotional activities using relevant data, including attendance, enquiries, applications and conversion rates. Maintain accurate records, report findings and identify opportunities to improve future activities.

- Deliver campus tours and provide prospective students, parents and visitors with accurate information about College facilities, courses and student opportunities, referring complex enquiries to the appropriate colleagues.
- Deliver engaging presentations and activities to prospective students in schools and other external settings, representing the College Group and its individual colleges in a professional and enthusiastic manner.
- Build and maintain positive working relationships with school staff, careers advisers, teachers, community partners and other relevant stakeholders to support effective liaison and engagement.
- Capture and generate social media content at events, including photography, video and student voice, ensuring consent is obtained and content meets College Group brand standards.

Other Duties

- Co-ordinating with social media team to promote events
- Working across all four sites as required for events and promotional activities.
- Working with the Head of Marketing to achieve a higher conversion goal

General Duties

- Promote a teaching, learning and working environment that is free from discrimination, harassment and bullying and where all students and staff feel safe to express their individuality.
- Be responsible for safeguarding and promoting the welfare of students.
- Maintain student morale and discipline within the college site.
- Through CPD ensure you keep up to date with relevant industry and academic development.
- Conduct yourself whilst undertaking college duties within the parameters of the Group's values.
- Any other duties commensurate with the level of responsibility within the Group.

NOTE

This post is not exempt from the Rehabilitation of Offenders Act 1974. Further details on our policy on the Recruitment of Ex-Offenders can be found [here](#).

PERSON SPECIFICATION - Events and Schools Liaison Executive

	Essential	Desirable	Source of Evidence
EDUCATIONAL AND PROFESSIONAL QUALIFICATIONS			
L2 English (or equivalent).	X		AF
L2 Maths (or equivalent).	X		AF
Relevant qualification in events, marketing, business or communications.		X	AF
EXPERIENCE			
Experience of planning and coordinating the practical arrangements for an event, activity or project, including managing logistics and meeting deadlines.	X		AF / IV
Experience of working or volunteering in a customer-facing or public-facing role, providing a professional and helpful service.	X		AF / IV
SKILLS, KNOWLEDGE AND ABILITIES			
Excellent verbal and written communication skills, including the ability to communicate clearly and appropriately with different audiences.	X		IV
Confident in delivering presentations, tours or activities to groups.	X		IV
Ability to organise and coordinate practical arrangements, manage competing priorities and meet deadlines.	X		IV
Ability to work independently within agreed priorities and as part of a team.	X		IV
Good working knowledge of Microsoft Office, including Word, Excel and Outlook.	X		AF / IV
Ability to monitor activity, interpret data and feedback, identify trends and recommend improvements.	X		AF / IV

KEY:

- Evidence of all the elements marked AF or AF/IV must be present in the application form to be shortlisted for an interview
- All the elements marked IV will be assessed at interview.
- All the elements marked AF/IV will also be assessed at interview.
- All or some of the elements may be assessed by the Test/Presentation