

Job Description

JOB TITLE:	Events Coordinator and Schools Liaison
GRADE:	Scale I
REPORTS TO:	Head of Marketing
CAMPUS:	Slough & Langley
JOB PURPOSE:	The overall purpose of this post is to act as a key public representative for the College Group, leading the design and delivery of an engaging schools liaison programme and high-profile promotional events across all campus sites. Working as part of the dynamic Marketing Team, this public-facing role focuses on driving student recruitment, enhancing brand visibility, and supporting conversion strategies through impactful outreach, multi-channel content creation, and outstanding stakeholder engagement.

Main Duties

1. Deliver an effective programme of school and college liaison and on-campus promotional events and activities throughout the year in support of the recruitment of learners.
2. 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, commercial course recruitment and businesses/employers across all College Group sites.
3. Create rich, fun and engaging social media content (organic and paid-for), videos and images, working in tandem with the Digital Designer and Content Creator. This will require you to liaise with academic and support colleagues across the college group to secure relevant student-focused content.
4. Co-ordinating with social media team to promote events.
5. Working across all four sites as required for events and promotional activities.
6. Work with colleagues at all four Colleges in The Windsor Forest Colleges Group to source images and content for organic and paid for social media.
7. Follow (and develop) brand guidelines and the individual identity of each College whilst offering creative suggestions and solutions.

8. Support the ongoing development of the College's promotional events, working in a user-focused, data-driven and open way. You will use application and attendance data and tracking to regularly monitor data, reporting findings and interpreting the data to inform ongoing marketing activities and developments.
9. Working with the Head of Marketing to achieve a higher conversion goal.
10. Support the Head of Marketing in the collation of content for prospectuses, course guides/leaflets, and web content for the college group, including but not exclusive to full-time courses, part-time courses, Higher Education, Apprenticeships, Adult Learning and Employer-focused content.
11. Co-ordinate and manage a programme of external events and activities for Schools and liaise with the Community Partnership Manager.
12. Support the Head of Marketing on a range of PR content across the college group - press releases/articles etc.
13. Engage with staff and external stakeholders to coordinate improvements to College events.
14. Ensure that outstanding customer service is delivered at all times

General Duties

15. 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.
16. Be responsible for safeguarding and promoting the welfare of students.
17. Maintain student morale and discipline within the college site.
18. Through CPD ensure you keep up to date with relevant industry and academic development.
19. Conduct yourself whilst undertaking college duties within the parameters of the Group's values.
20. 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. For further details on our policy on the Recruitment of Ex-Offenders can be found [here](#).

Based at Slough and Langley campus, this role requires regular travel and work across all college sites and external locations as a core part of the duties.

PERSON SPECIFICATION - Events Coordinator and Schools Liaison

	Essential	Desirable	Source of Evidence
EDUCATIONAL AND PROFESSIONAL QUALIFICATIONS			
L2 English and Maths.	X		AF
Degree in Business, Marketing, Graphic Design, Media or Illustration.		X	AF
EXPERIENCE			
Portfolio and / or examples of event management.	X		AF / IV
Experience of schools liaison.	X		AF / IV
Experience using Creative tools to produce promotional content.		X	AF
Experience of photography and image processing.		X	AF
Experience of creating engaging content for use across social media platforms and other digital avenues.		X	AF
Experience of understanding, reporting and utilising digital analytics (eg google/GA4) to inform future activities.		X	AF
Strong copywriting, sub-editing and proofreading skills with a high attention to detail.		x	IV
SKILLS, KNOWLEDGE AND ABILITIES			
Demonstrable excellent verbal and written communication skills.	X		IV
Flexible approach to working practices including the ability to work effectively as a team member.	X		IV
The ability to work under pressure and adhere to tight deadlines with a motivated, proactive 'can-do' attitude.	X		AF / IV
Good working knowledge of Microsoft/Google packages including strong Excel skills.	X		AF / IV
The ability to undertake some work outside of normal office hours including attendance at events.	X		IV
The ability to develop and manage effective partnerships and working relationships with a variety of stakeholders.	X		IV
Possession of a full UK driving licence with willingness to use own vehicle for work purposes.		X	AF

KEY:

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