



## JOB DESCRIPTION

<b>Job title:</b>	Group Student Recruitment Officer
<b>Accountable to (line manager):</b>	Group Student Recruitment Coordinator
<b>Scale:</b>	H19 – H20
<b>Workload:</b>	37 hpw full time

### Core expectations

- Ensuring Tone of Voice is consistent;
- Few rules and clear boundaries – an organisation concerned with student-focused decision making;
- Transparency, empowerment and accountability – a delegated model of authority as opposed to ‘command and control’;
- Decision making as near to the frontline as possible – responsive, learner focused.

### Components of the job

1.	To provide an efficient, proactive and high quality IAG service to internal and external customers with a commitment to high standards of customer service and developing a smooth and efficient operation.
2.	Undertake engagement and recruitment activities in order to recruit learners from key target markets. Plan, co-ordinate, organise and execute these events to ensure the smooth running of both internal and external events and activities, including attendance at events, providing and collating information, evaluation and reports.
3.	Develop and Maintain productive and well-informed links with key advisors, schools, external agencies, Colleges and potential students to support the transition and recruitment of students in order to maximise 16-18 recruitment.
4.	Develop new ways to inform, advise and support potential students towards course and career pathways to assist with the achievement of internal progression targets and improve college destination outcomes.
5.	Proactively develop and maintain effective links with college faculties to ensure a high degree of understanding in relation to the college curriculum offer.
6.	Devise and implement new ways to engage with potential students to increase conversion into enrolments, including taster and keep warm activities, open events, application days and events for year 7-11 school pupils.
7.	Develop positive working relationships with cross college departments and partner organisations to raise the profile and reputation of the department and the College and what it has to offer.
8.	Evaluate events/activities and related impact and create reports to feedback information, impact, assessment and future development.
9.	Working with the Group Student Recruitment Co-ordinator, identify key hard to reach feeder schools and devise new activities to develop further engagement and increase student recruitment.

## Processes

1.	Building a greater and more informed links with potential students, key advisors, schools, colleges, employers and external agencies
2.	Planning and smooth running of recruitment events ensuring that a high quality IAG service is present, coupled with relevant communication materials and opportunities to apply. Also ensuring that full evaluation of events take place to analyse effectiveness and inform future developments.
3.	Develop new events and opportunities to engage, whilst maintaining and enhancing the current offer of taster days, open events, transition events and presentations in order to maximise student recruitment for all potential learners
4.	Close working links with curriculum faculties to ensure consistent communication and service to the above client groups.
5.	Dealing with and responding to all customer queries in a professional and efficient manner.
6.	Contribution to year-round, cross-college recruitment, admissions and enrolment activities (all target markets)
7.	Ensure a high level of knowledge of the curriculum delivery portfolio of the college, so as to support the team in responding to all customer queries
8.	Implement service standards and systems to ensure learner recruitment activities provide consistently high standards in customer service
9.	Maintain, develop and improve the college CRM system to ensure data held is accurate.
10.	Assist with the co-ordination, organisation and distribution of promotional materials for internal and external events and activities.
11.	<i>Equality and Diversity</i> – actively support and implement the Education Training Collective’s Equal Opportunities policies.
12.	<i>Safeguarding</i> – work to promote and apply the Education Training Collective’s safeguarding and safe recruitment policies

## Method of working

Education Training Collective expects all staff to work effectively, both as individuals and as part of a team, delivering high quality education and support to students and staff. In doing so, the Group expects all staff to display all of the core competencies as defined in the performance and development appraisal arrangements and to conduct themselves in a manner which befits their professional status and responsibilities.

## Public relations

Considerable importance is attached to the role the Group plays in its various communities and specifically the relationships it has with schools, employers and other stakeholders. It therefore follows that all staff are expected to work to maintain and develop these relationships at every opportunity by positively promoting the work of the Group and the role it can play in supporting the aims of its stakeholders.

This job description is a guide to the work the post holder will be required to undertake. In consultation with the post holder, it may be amended from time to time by the Corporation and/or Chief Executive and Group Principal to meet changing circumstances. Specific targets and objectives will be agreed with the post holder and will be reviewed regularly as part of the performance management arrangements.

*I acknowledge receipt of the above job description, detailing the duties and responsibilities of this post and confirm my acceptance of them.*

<b>Signed:</b>		<b>Dated:</b>	
<b>Print name:</b>			



### Personal Specification

Personal attributes required	Essential (E) or Desirable (D)
<b>Qualifications:</b>	
Good general education	E
English and maths at level 2	E
Degree (or equivalent)	D
IAG Qualification	D
Relevant job-related training or qualification indicating level of competence	D
<b>Knowledge, skills and abilities:</b>	
Working successfully in a recruitment / sales environment	D
Experience of / knowledge of training for adults (particularly FE)	D
Experience in a customer-facing, recruitment and/or sales role	E
Experience and knowledge of the issues related to working with adult referral agencies	D
Experience and knowledge of the issues related to working with young people / schools	D
Highly developed interpersonal skills	E
Confidence and capability to respond effectively and in a timely manner to requests from internal teams and external organisations	E
Ability to establish effective working relationships with staff at all levels across the college and with outside agencies	E
Flexibility and a capacity to work under pressure and to meet targets and achieve goals successfully	E
An appreciation of current developments in the post-16 education sector	E
An understanding of Safeguarding and a commitment to creating and maintaining a safe environment for all learners.	E
<b>Other</b>	
An appreciation of Equality & Diversity within the workplace and a commitment to actively support and implement the college's Equal Opportunities policies	E
Ability to sell / recruit	E
Ability to work independently in response to targets	E
Ability to respond pro-actively to challenging targets	E
Ability to identify and map client requirements to appropriate college provision, personnel and specialist areas	D
The ability to work effectively within a team	E
Ability to build positive and responsive relationships with college curriculum teams	E
Commitment to long term success of the College and a personal vision which relates to this	E
Often out of office, flexible hours (own transport)	E
Attendance at external events and meetings where necessary	E
Current clean driving licence	E