

JOB DESCRIPTION

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| Post Title: School Liaison and Events Officer | Director/Service/Sector: Children, Young People and Education - Northumberland Skills | | Office Use |
| Grade: Band 6 | Workplace: Northumberland Skills Learning Sites & Other Educational Settings | | JE ref: HRMS ref: |
| Responsible to: Sector Specialist Training Centre Manager | Date: 12.12.2023 | Manager Level: | |
| <p>Job Purpose: The key aim of the post is to ensure that prospective students receive high-quality Information, Advice and Guidance at assemblies, career events, and other activities throughout the year so that they make an informed choice about their post 16 studies. This will involve working within the Marketing team to provide an innovative and proactive schools liaison service which develops and maintains effective relationships with partner/local schools, prospective students and their parents. The post also will require the coordination and implementation of events across the Service that supports recruitment. Flexibility is essential as evening work may be required for which lieu time will be accrued.</p> | | | |
| Resources | Staff | Line manage and supervise staff within the Service to support and achieve the Plan. | |
| | Finance | Meet student recruitment targets of 16-18 to support an ESFA funding envelope of c.£900k, an Apprenticeship and Traineeship funding envelope c.£600k as identified in Service Curriculum Plan numbers. Manage data requests for all event activity and contribute to the annual planning cycle. Comply with associated financial regulations and funding rules. | |
| | Physical | Handling and processing information and data. Ordering and stock control of appropriate Marketing materials Event set up and arrangements for different activities both on site and off site. Promotion of activities using online and offline marketing methods, including for example, social media posts and event creation plus distribution of printed materials Manual handling of resources and equipment for associated activities. | |
| | Clients | Frequent contact with key school personnel, employers, students, lecturers and internal colleagues. | |
| <p>Duties and Key Responsibilities:</p> <ul style="list-style-type: none"> • To work with the Service team to plan and deliver school visits and events. • Devise long term strategies that create opportunity to engage with learners of all ages, implementing these strategies to directly contribute to the curriculum plan target. • To work with the Marketing manager in the delivery of an effective school events calendar (from classroom presentations and assemblies, to careers events and workshops), to support recruitment and transition advice and guidance, organising diary dates, delivering engaging presentations/workshops/taster events, ensuring appropriate staffing, preparing resources, collating event materials, etc. • To prepare and deliver engaging presentations to external audiences, in particular Year 10 and Year 11 assemblies but not restricted to any Year group. | | | |

- To plan, organise and attend Service and partner school promotional events e.g. open evenings, careers events etc.
- To establish and maintain working relationships with relevant school careers advisers and other staff, including Heads of Year. Build effective relationships with key school contacts and delivery partners to maximise promotional opportunities and build essential links with the schools.
- Help facilitate the Admissions process by providing students and schools with essential application information and dealing with application enquiries to assist individuals in making appropriate choices.
- Play a lead role in the development and delivery of a Northumberland Skills Student Ambassador programme to facilitate support at Open Days, Taster Days, and other events.
- To seek creative and innovative ways that the Service can maximise its exposure to students, parents and schools.
- Alongside the Marketing function, liaise with relevant staff cross-Service in support of developing Schools Links opportunities. Work with Curriculum Leaders to build connections, provide experience opportunities to school students, and help facilitate and enhance the school's links delivery.
- Develop and deliver 'Product Knowledge Sessions' alongside Curriculum area leads fit for purpose for both internal and external staff.
- Support the development and promotion of Service recruitment events for different age groups, for example, Year 9 and 10 tasters, New Student Days, Open Days, etc.
- Support the Marketing team with any other duties as required.
- Work with the Service Leads and Marketing to support the creation and distribution of relevant materials.
- To liaise with Marketing to ensure accurate and promoted information is on website, other media and social media, e-displays, notices, and staff and learning information points. To provide a weekly update to the Leadership Team and Marketing.
- To ensure the maintenance of safe working practices and environments for all staff and students in accordance with the policies of Northumberland County Council and relevant legislation.
- To be committed to equal opportunities and to comply with the County Council's diversity and equality policies. To be committed to safeguarding students and follow policies, practices, and procedures in relation to protecting children and adults.
- To be committed to professional self-development making full use of training and development opportunities identified through appraisal. To ensure job knowledge is updated by participating in educational opportunities, reading publications, attending team meetings and participate in and maintain professional networks.
- There will be a requirement for unsupervised contact with children and young people in this post whether through teaching, advice and guidance, general or technical support.
- The duties and responsibilities highlighted in this Job Description are indicative and may vary over time. Post holders are expected to undertake other duties and responsibilities relevant to the nature, level and extent of the post and the grade has been established on this basis.

- To attend meetings for all Service Staff, as necessary.
- To undertake any other duties appropriate to the level of post as required by the Head of Service and designated line manager.
- In quieter periods, assist in administrative functions as directed.

Transport requirements:

Working patterns:

Working conditions:

Travel across Northumberland to attend various venues and school settings

Flexible working which includes evening and occasional weekend working

Various based on site and off site with significant working on stakeholder premises

PERSON SPECIFICATION

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| Post Title: School Liaison and Events Officer | Director/Service/Sector: Children, Young People and Education - Northumberland Skills | Ref: |
| Essential | Desirable | Assess by |
| Knowledge and Qualifications | | |
| Level 4 or equivalent qualification in CEIAG | Teaching qualification; Cert Ed, PGCE etc | A, I |
| Experience | | |
| <p>Experience of delivering engaging presentations.</p> <p>Experience of developing effective relationships/partnership working.</p> <p>Experience of developing promotional/information materials.</p> <p>Understanding of how to use social media to promote opportunities and engage with target audiences.</p> <p>A good understanding of education and career information.</p> <p>Experience working with young people.</p> <p>Experience representing a brand in an outward facing role.</p> <p>Track record of consistently achieving performance targets.</p> <p>Competence in using Microsoft Office.</p> <p>Knowledge of ongoing developments and initiatives in post-16 education or a strong willingness to learn.</p> <p>Knowledge of the programmes of study available in the post-16 sector or a strong willingness to learn.</p> | <p>Experience of networking, public speaking and being front line at exhibitions, assemblies in school settings, trade shows or similar.</p> <p>Experience of events management and promotion.</p> <p>Experience of successfully working in an education or training context.</p> <p>Experience in the promotion of education/training.</p> <p>Knowledge of the education system pre-16 and ongoing changes to the curriculum.</p> | A, R, I |
| Skills and competencies | | |
| <p>Effective organisational skills and ability to work methodically and multi-task.</p> <p>Personable and approachable.</p> <p>Confidence and ability to interact with students, parents and school staff.</p> <p>Accurate record keeper who completes and finishes tasks to a high standard.</p> <p>Excellent interpersonal and communication skills.</p> <p>Self-motivated with an ability to work as a member of a team or under own initiative.</p> <p>Ability to work independently and as part of a team, adopting a collaborative approach to work.</p> <p>Excellent and consistent high standards of professional conduct.</p> <p>Able to work accurately to deadlines.</p> <p>Ability to handle and secure confidential information.</p> <p>A commitment to the Mission, Vision and Values of the Service.</p> | | A, R, I, P |
| Physical, mental and emotional demands | | |
| <p>Able to cope with the mental and emotional demands of working to target deadlines in a timely way.</p> <p>Able to cope with peak periods of working.</p> <p>Prolonged periods of enhanced mental attention.</p> | Helps to create and encourages a positive work culture. | I |

| Other | | |
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| Satisfactory DBS clearance (can be organised by the Service) Committed to Equal Opportunities. Committed to Health and Safety. Able to independently meet the travel requirements of the post. | | I |

Key to assessment methods; (a) application form, (i) interview, (r) references, (t) ability tests (q) personality questionnaire (g) assessed group work, (p) presentation, (o) others e.g. case studies/visits