

**Team Leader – Admissions and Schools Liaison**

**Job Description**

## Main Purpose of Job

To lead on a range of admissions, schools liaison and marketing activity in order to meet student recruitment targets. This role will also have specific responsibility for managing the recruitment process for adult and higher education students.

**Leadership**

* To inspire and motivate the team to meet all targets.
* To train and develop the team to ensure exceptional levels of customer service
* To monitor all activity against target and recommend action as appropriate

**Marketing and Schools Liaison**

* To deliver presentations to both small and large groups of prospective students.
* To seek opportunities for the College to attend events and represent the College at a wide range of events
* To support the marketing team in the development, planning and effective marketing of brochures, course leaflets, website information and open evenings.
* Undertake competitor research and collate intelligence from course enquiries to identify opportunities for new courses.

**Admissions**

* To take responsibility for aspects of the admissions process across all student recruitment targets
* To coordinate the recruitment of 19+ learners to hit targets across the full adult curriculum ensuring outstanding customer service at all stages of the recruitment process.
* To be responsible for timely and effective correspondence with prospective learners.
* To liaise with senior managers to ensure the Admissions Tutors are kept up to date on curriculum developments and changes to fee information and funding.
* To organise applicant interviews, skills testing and enrolment days
* To track, follow up and report weekly on applications, interview attendance and course offers against target, maintaining waiting lists for courses where appropriate.

**Personal Development**

* To undertake staff development and attend staff meetings as required and requested
* To undertake continuous professional development

**Additional Duties**

* To meet the individual needs of all customers
* To promote and safeguard the welfare of young people and vulnerable adults at the college
* To accept flexible redeployment and reallocation of duties commensurate with the level of the post.



**Adult Recruitment Team Leader**

**Qualifications**

* NVQ Level 4 or equivalent
* Level 2 qualification in literacy and numeracy
* Evidence of continuing professional development

**Knowledge/Experience**

* Experience of inspiring and motivating others
* Clear understanding of customer service
* Knowledge and experience of meeting target and monitoring progress
* Experience of effective team working and promoting relationships between staff, students and the community
* Experience of providing advice and guidance
* Experience of delivering outstanding presentations
* An understanding of the UK benefits system and course funding would be an advantage
* Experience of developing successful marketing campaigns would be an advantage

**Skills/Attributes**

* Excellent communication skills, both oral and written including effective presentation skills
* Flexible approach
* Customer focused
* Logical approach to problem solving
* Ability to coach and mentor staff
* Computer literate including use of spreadsheets and databases
* Ability to think and plan creatively

**Additional Requirements**

* This role will require regular evening work
* Ability to travel as required
* Willingness to work flexible hours

**Post Information**

* Reports to Head of Schools Liaison and Marketing
* Salary £21,360 - £22,557
* The post holder will undertake all duties and responsibilities in compliance with regulatory, legislative and college procedural requirements.