

Admissions, Marketing and School Liaison Co-ordinator  
King Edward VI College  
Candidate Pack



# The Role

## **Admissions, Marketing and School Liaison Co-ordinator**

**Start Date:** Based on candidate availability

**Full Time 37 hours (1 FTE)**

**8:30am to 4:30pm Mon to Thursday, 8.30am to 4pm Friday.**

**Full Time 52 weeks per year inclusive of 5 training days**

**22 days annual leave increasing to 25 after 5 years,**

**plus bank holidays and Christmas closure period.**

**Sixth Form College Support Staff Pay Scale Point 11 to 15**

**£26,097 to £29,346 per annum**

**Closing Date for Applications:** Monday 18 November 2024 09:00am

**Interviews to be held:** Tuesday 26 November 2024

### **The opportunity**

We are seeking to appoint enthusiastic and inspirational individuals to our strong and successful Community team. The College prides itself on having supportive, reflective, creative and ambitious staff who work to achieve the best outcomes for students. We treat our staff and students with respect, listen to both and involve all in our continuous improvement. Staff and student feedback are embedded in our systems.

The successful applicant should have a high level of organisational ability and communication skills and be capable of working both independently and as part of a team to support and advise our students and staff.

### **The person**

We are looking to recruit the right person. Attitude, values and mindset are critical features of our staff. We want staff who bring their genuine self to everything they do and want to be involved in every aspect of college life. We are looking for someone who is proactive, adaptable and committed to supporting the mission of King Edward VI College through effective admissions and community engagement.

### **The college**

The college has approximately 1500 students and 150 staff and is growing yearly.

### **What we offer**

|   |  |   |
|---|--|---|
| The chance to work with fantastic students who have chosen to continue their learning at King Edwards | The trust, autonomy and freedom to take creative risks   | A truly progressive approach to how an educational institution operates                                 |
| The chance to work with open minded colleagues who are ready to work in new and exciting ways         | An organisation that wants all of their staff to be happy and achieve at work.                                     | A friendly but fast paced & optimistic culture  |
| A truly purpose rich job where your success is based on helping others                                | Consistent but emotionally intelligent feedback to help remove your blind spots and to accelerate your development | A safe, values led institution that put the wellbeing of students and staff first                       |
| The opportunity to work at a place where students are genuinely at the heart of our decision making.  | Financial investment in your professional progression  | We are not obsessed with hierarchy. We are obsessed with the student experience.                        |
| A flexible and contemporary approach to and view of work  | A culture where mistakes are seen as a learning opportunity  | Collaborative opportunities to work with colleagues from two other sixth form colleges and a University |

## Who we are looking for and what we expect

We are looking for adaptive and people centred staff. The college prides itself on having supportive, reflective and ambitious staff who work to achieve the best outcomes for students. We treat our staff and students with respect, listen to both and involve all in our continuous development.

We see our college as a community, one we seek to contribute to the growth and impact of. Within this community we seek staff and students that demonstrate a relentless commitment to their own and their peer's development. Progress and success are not measured by a narrow set of metrics, but rather a diverse range of rounded information that enables people to thrive in a challenging world.

We would like someone who can truly inspire students and staff to do things which inspire them. We want someone who is reflective and asks for help when they need it. Someone who always sees the best in our students and is willing to support the wider college and trust. No one specialism is essential, and no one set of experiences more valuable than another. We are looking for people that can contribute across a range of areas.

Whatever your area of expertise, we are looking for people who have curiosity and are open minded to new things and new ways of working. As educators we love to learn and aim to foster a passion for learning. We aim to give professional space in our organisation and allow discretion to make the best and right decisions. As a people centred organisation, we take a positive view of staff and students, building optimism about our own and each other's capacity to grow and develop.

There is an aspect of all this that is demanding. We require positive impact. We are looking for people who embrace feedback and can do so with candour. Honesty is crucial and seeking feedback just as important as giving. We believe in creating a space in which risks can be taken and new ideas supported. Mistakes are seen as useful opportunities to learn but we must learn from them and move forwards.

Finally, we want the most creative, dedicated and effective people in education to join us and we will do all we can to make that happen. We want all appointments to believe in our mission and values. We expect the best of people and will work tirelessly to give the best conditions and opportunities in return.

*The College is committed to the safeguarding and promoting the welfare of young people*

*The successful candidate will be required to undertake a criminal record check  
via the DBS services*

*The College promotes diversity and welcomes applications from  
all sections of the community*

*All candidates with a disability will be offered an interview should they meet  
the minimum requirements of the post*

*The College is committed to the continuing professional development of all staff*

# Admissions, Marketing and School Liaison Co-ordinator

## Job Description

**Reporting to:** Careers and Progression Leader

### **Job Purpose:**

The Admissions, Marketing and School Liaison role will co-ordinate all aspects of the admissions process, ensuring a smooth and professional experience for prospective students. This role will also support the college's marketing co-ordinator and help build relationships with local schools, assisting in promoting the college and engaging with the wider community.

### **Admissions:**

- To administer and co-ordinate the works of the admissions team during events.
- To be responsible for the efficient and effective operations of the admissions procedure
- To process applications on the college MIS systems in co-ordination with other teams.
- To be the first point of contact for external enquiries and to guide prospective students through the admissions process, providing information and support to help them complete applications and ensure all interactions are in line with college values
- Evaluate applications based on established criteria and coordinate the admissions decision-making process.
- Manage MIS systems to track applicants and admissions activities.
- In liaison with other staff update the admissions sections of the college website, ensuring all content is current and engaging, and assist with email marketing campaigns.
- Regularly review and enhance admissions processes to improve efficiency and the applicant experience, ensuring that all interactions align with the college's values.
- Regularly report on admissions metrics and recommend improvements to increase efficiency and enrolment conversion.
- Ensure a seamless and positive experience for all applicants.

### **2. Marketing:**

- To support the marketing Co-ordinator to create targeted digital, print, and social media campaigns that highlight our institution's offerings including brochures, posters, and graphics.
- To support the marketing Co-ordinator to develop content for promotional materials, emails, newsletters, and website updates aimed at prospective students.
- Ensure brand consistency across all marketing materials and communications
- Work closely with internal teams and external partners to ensure coordinated admissions and marketing efforts that support college objectives.

### **3. School Liaison**

- Execute strategic initiatives to attract a diverse pool of applicants.
- To contribute to internal and external events to lead on planning college open events, taster days and enrolment to attract applicants and showcase college.
- Represent, in conjunction with the community team, the organisation at school fairs, career events, school visits, and other recruitment activities to be flexible to work evenings to accommodate this.

## **Key Accountabilities:**

- Our values
- To be involved and genuine in all dealings with our stakeholders
- To seek and respond intelligently to colleague feedback and to give feedback when needed whilst always operating with emotional intelligence
- Excellent communication, based on a spirit of openness and honesty
- To hold self and others to account for performance, progress and impact
- To challenge and development everyone to push beyond the norm and achieve exceptional things for themselves and our students
- To create an environment which motivates, energises and empowers staff
- To ensure a supportive learning experience takes place for every student
- To ensure intervention occurs for students when they need it
- Seeking creative and exciting solutions to problems or barriers

## **Generic duties for all College Staff:**

- To support the College's mission, values and strategic objectives.
- To support the College's policies on diversity and inclusion.
- To ensure awareness and compliance with the College's Health & Safety Policies and practices.
- As a member of staff working in a college setting, to have a duty to help keep young people safe and protect them from sexual, physical and emotional harm and to take reasonable steps to ensure the safety and wellbeing of students.
- Maintain confidentiality regarding sensitive or personal information in line with the College policy.
- Work within College policies to promote the college positively.
- Promote high expectations of students in and outside the classroom.
- To embrace the College's commitment to people development by taking part in continuing professional development activities both internally and externally.

*This job description is not necessarily a comprehensive definition of the post. The post holder may be required to undertake any other duties, as directed by the Principal or which may reasonably be regarded as within the nature of the post, after consultation with the post holder.*

# Admissions, Marketing and School Liaison Co-ordinator

## Person Specification

| Qualifications  | Essential | Desirable | Assessed by               |
|---|-----------|-----------|---------------------------|
| <ul style="list-style-type: none"> <li>A good standard of education to include GCSE English and Mathematics or compensatory relevant experience</li> </ul>  | ✓         |           | Application               |
| Experience  |           |           |                           |
| <ul style="list-style-type: none"> <li>Experience in an admissions or outreach role, particularly within the education sector</li> </ul>  | ✓         |           | Application & interview   |
| <ul style="list-style-type: none"> <li>Experience in a marketing support capacity is desirable</li> </ul>   |           | ✓         | Application & interview   |
| Skills and Abilities  |           |           |                           |
| <ul style="list-style-type: none"> <li>Strong communication and organisational skills, a customer-focused approach, attention to detail, and the ability to handle multiple responsibilities</li> </ul> | ✓         |           | Application and interview |
| <ul style="list-style-type: none"> <li>Ability to work independently and collaboratively in a fast-paced environment.</li> </ul>  | ✓         |           |                           |
| <ul style="list-style-type: none"> <li>Computer literate with good IT / data entry skills</li> </ul>  | ✓         |           | Application and interview |
| <ul style="list-style-type: none"> <li>The ability to deal with queries from both students and staff in a professional confidential manner</li> </ul>   | ✓         |           | Application and interview |
| <ul style="list-style-type: none"> <li>Good organisational and communication skills</li> </ul>  | ✓         |           | Application and interview |
| <ul style="list-style-type: none"> <li>Be flexible in approach and able to adapt to the differing needs of staff and students</li> </ul>  | ✓         |           | Application and interview |
| <ul style="list-style-type: none"> <li>Possess excellent team skills with the ability to work independently on own initiative</li> </ul>  | ✓         |           | Application and interview |
| Knowledge and Understanding   |           |           |                           |
| <ul style="list-style-type: none"> <li>Familiarity with admissions software, social media platforms, Microsoft Office, and design tools (such as Canva)</li> </ul>                                      |           | ✓         | Application and interview |

|   |   |   |                           |
|---|---|---|---------------------------|
| • Enjoy working with and assisting young people   | ✓ |   | Application and interview |
| • To work occasional evenings and weekends as required for recruitment events.                                      | ✓ |   | Application and interview |
| • Full-driving licence and access to transport to support events  | ✓ |   | Application and interview |
| • Flexibility in terms of working hours around peak times within the College calendar                               | ✓ |   | Application and interview |
| • Knowledge of Health & Safety regulations appropriate to the job role  |   | ✓ | Application and interview |
| • Understanding of and commitment to equal opportunities and how to incorporate it into the role                    | ✓ |   | Interview                 |
| • A clear commitment to the principles and practices of equality and diversity and the safeguarding of young people | ✓ |   | Interview                 |

# Completing your application

## Data Protection Act 2018 GDPR statement

Any personal data collected from applicants during the recruitment process will only be used for the purpose of recruitment within the college and will not be disclosed to any external sources without your express written consent. Records of the successful candidate will be placed on their personal files. Records of unsuccessful candidates will be destroyed after six months.

## Contract Details

The post is made on the terms and conditions of the Support Staff in Sixth Form Colleges.

|                |  |
|----------------|--|
| Contract:      | 1 FTE full time Permanent 37 hours per week 52 weeks per year (including 5 Development days) 22 days annual leave plus bank holidays |
| Hours:         | 37 Hours 08:30- 16:30 Monday to Thursday, Friday 08:30 - 16:00   |
| Actual Salary: | Sixth Form College Support Staff Pay Spine 11 to 15<br>£26,097 to £29,346 per annum  |
| Start Date:    | Subject to candidate available   |
| Pension:       | Membership of the Local Government Pension Scheme  |

### 1. Application is by means of:

- a completed application form
- a completed Equal Opportunities Form
- a completed Disclosure Form

When completing your application please comply with all **instructions** detailed on the application form. ***You are asked NOT to send a Curriculum Vitae (CV).***

The criteria in the enclosed person specification will be used to assist the short-listing process. The specification identifies the minimum skills, experience and qualifications needed by you to carry out the job effectively. When completing your application, you must ensure that you indicate how you meet these criteria.

### 2. Referees

Two references will be requested. We expect one referee to be the head of the organisation where you are currently employed (if applicable). We normally write for references before an interview. If there are any special circumstances, and you mark that you do not wish a referee to be contacted we will contact you directly. If you have any personal connection with any of your referees, you will be required to disclose it.

### 3. Health

If you are successful in your application, you will be required to complete a medical questionnaire. This will be submitted to the Occupational Health Service, and you may be asked to have a medical examination. If you think this may present a problem, please mention it in your application or at interview.

### 4. Certification

Any contract of employment issued will be on the basis that all information supplied by you on the form, on additional papers and at interview is correct, and that no material facts have been omitted. You will be required to provide proof of all the qualifications you declare on the application form.

### 5. Equal Opportunities

You are asked to return the equal opportunities questionnaire (which will not be available to the short listing or appointment panel).

## 6. DBS Disclosure

If you are successful in your application, you will also be required to complete a DBS application, at enhanced level, which will enable a check to be made with the Criminal Records Bureau on any criminal background.

If you require confirmation of the receipt of your application, please enclose a stamped addressed envelope. We are sorry we are unable to respond personally to all applicants. If you have not heard from us within two weeks of the closing date you should assume you have been unsuccessful in your application.

Further information about the College can be found via our website [www.ke6n.ac.uk](http://www.ke6n.ac.uk)

Closing date for applications: Monday 18 November 2024 at 09:00am

Interviews to be held: Tuesday 26 November 2024

Applications should be addressed to: Assistant Principal - Corporate Services  
King Edward VI College,  
King Edward Road  
Nuneaton  
CV11 4BE

Email: [personnel@ke6n.ac.uk](mailto:personnel@ke6n.ac.uk)

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The College promotes diversity and welcome applications from all sections of the community.  
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the minimum requirements of the post.  
The College is committed to the continuing professional development of all staff.*

Thank you for your interest in King Edward VI College, Nuneaton.

Better Futures Multi-Academy Trust  
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Tel: 024 7632 8231  
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