



Job Title:	<b>Employer Engagement and Marketing Officer</b>
Responsible To:	<b>School Business Manager</b>
Salary:	<b>£16,217 FTE</b>
Hours:	<b>37hrs per week, 52 weeks per year with 35 days holiday</b>

## **Scope and Responsibilities**

To develop and coordinate the employer engagement opportunities for our students, as well as enrichment activities that enhance their learning, professional development and personal skills and knowledge.

Work strategically to enable the employer led curriculum and projects to develop the interests of Crewe UTC and the learning programme for our students, as well as promote a positive image with employers and the wider community.

## **Key Tasks**

Your duties will include, but not be limited to:

### **Employer Engagement, Work Experience and Careers**

- Collaborate with our employer partners to ensure the employer led curriculum is continually developed and embedded into all aspects of the UTC
- Identify potential work related and employability skills development opportunities with employers / providers and build relationships with these employers to maximise work experience opportunities for our students, all year round
- Maintain a database of employer partners and work related opportunities
- Develop and sustain regular interfaces between employers, staff and students e.g. Business Breakfasts
- Visit work experience employer premises to discuss the work experience in detail and ensure they are aware of the relevant legislation regarding young people in work
- Meet with employer and UTC link staff regularly to discuss the employability skills needs of the students
- Liaise with Careers Advisers and Curriculum staff and use the intelligence gained to inform discussions with employers
- To work with Careers Advisers to embed employer engagement and related activities into the curriculum aligned to achieving Gatesby Benchmarks and outcomes for young people
- Collate, monitor and evaluate feedback from both students and employers to create a half-termly report for SLT and Governors
- To identify and develop engagement opportunities with new employers and embed into the life of the UTC
- Collaborate with all employer partners to ensure a wide range of events and activities are accessible to our students and visible within the UTC
- Support the Assistant Principals, in charge of KS 4 and 5, with further education activities, events and student applications
- To manage the effective use of the employer engagement budget

## **Marketing**

- Effectively co-ordinate and manage specific internal and external events associated with marketing support
- Effectively co-ordinate and manage UTC Social Media content
- Obtain, assess and monitor costs and quotations for any relevant jobs
- Make recommendations and work with the senior team, to develop and use systems and processes to effectively track and evaluate events and projects
- Produce timely processes and evaluation reports when required
- Demonstrate an enterprising, creative and integrated approach to marketing which spans the marketing mix, including traditional, digital and social media channels and evolving technologies
- Assist in the production of specific annual and one-off print materials for prospective and current students and parents as well as generic marketing materials such as posters and postcards. This will involve liaising with staff from other departments; proofing text, and where necessary writing or rewriting; and working with external teams to ensure work is delivered on time and to specification
- Help to maintain the external-facing website
- Actively follow new trends and best practice digital media both in Education and in the broader market and make recommendations for further developments that would benefit UTC student and prospective student communications.

## **Enrichment**

- Collaborate with the Vice Principal / Assistant Principals and other teaching staff to identify and coordinate additional activities and experiences for the students to enrich their learning programmes
- Meet with the SENCO regularly to discuss suitable enrichment or alternative activities to support the learners they are working with, particularly with a view to employability
- Liaise with the Director of Operations, as necessary, in regards to costing the enrichment activities and events
- Coordinate the booking of enrichment activities and events; liaise with the Director of Operations, as necessary
- Coordinate the timely communication with students and parents/guardians/carers in regards to enrichment activities and any payments due are placed on ParentPay, and chased accordingly
- Collate and evaluate feedback on enrichment activities, provide regular reports for SLT

## **General Administration**

- Liaise with the senior leadership team regularly to ensure positive promotion and communication of employer engagement activity
- Populate and update the info calendar for the school with activities and events organised
- Liaise with support staff to ensure any visitors relating to activities organised on site are accommodated to a high standard, and all their requirements are met
- Establish and maintain effective working relationships with colleagues
- Ensure all work is undertaken in accordance with health and safety rules and policies
- Ensure awareness of safeguarding and prevent responsibilities at the UTC
- Promote equal opportunities at all times
- Demonstrate commitment to your own personal and professional development including participation in the appraisal process

## **Other Duties**

The post holder may be required to perform duties other than those given in the job description for the post. The particular duties and responsibilities attached to posts may vary from time to time without changing the general character of the duties or the level of responsibility entailed. Such variations are a common occurrence and would not

of themselves justify the re-evaluation of a post. In case, however, where a permanent and substantial change in the duties and responsibilities of the post occurs, then the post would be eligible for re-evaluation.

### Safeguarding

This School is committed to safeguarding and promoting the welfare of learners, including children and young people, and expects all staff and volunteers to share this commitment.

### Person Specification for the post of Employer Engagement Officer

Factors	Essential	Desirable	How Measured
<b>Qualifications and training</b>	<ul style="list-style-type: none"> <li>Numeracy, literacy and IT qualifications to level 2</li> <li>Appropriate study relevant to the position</li> </ul>	<ul style="list-style-type: none"> <li>An appropriate higher level qualification</li> <li>Has undertaken H&amp;S training, or has a willingness to study these courses</li> </ul>	<p>Application form</p> <p>Certificates</p>
<b>Work Experience</b>	<ul style="list-style-type: none"> <li>Has worked in the private sector</li> <li>Experience of managing projects</li> <li>Proficiency in social media content</li> <li>Creative with ideas and content</li> </ul>	<ul style="list-style-type: none"> <li>Previous experience working with and supporting learners, trainees, apprentices</li> <li>Previous experience within employer engagement / marketing</li> </ul>	<p>Application form</p> <p>Interview</p>
<b>Skills/Specialist Knowledge</b>	<ul style="list-style-type: none"> <li>Has strong contacts with businesses in the private sector and / or STEM and Engineering</li> <li>Has excellent communication and negotiation skills</li> <li>Has proven administration skills</li> <li>Problem solving skills</li> </ul>	<ul style="list-style-type: none"> <li>Has contacts with businesses in other industries, particularly the environment and digital technologies</li> <li>Has knowledge of Careers, Advice and Guidance</li> </ul>	<p>Application Form</p> <p>Interview</p>
<b>Disposition</b>	<ul style="list-style-type: none"> <li>Friendly and approachable</li> <li>Determined and dynamic</li> <li>Creative thinker</li> <li>Trustworthy and reliable</li> <li>Adaptable</li> </ul>	<ul style="list-style-type: none"> <li>Understanding of schools, curriculum, employability skills and Gatesby Benchmarks.</li> </ul>	<p>Interview</p>

<p><b>Additional Factors, specific to this job</b></p>	<ul style="list-style-type: none"> <li>• Must be strategic and proactive in ensuring a diverse programme of work experience and enrichment for our young people that is beneficial to our organisation's ethos and aims</li> <li>• Ability to travel, locally frequently</li> <li>• Knowledge of and ability to use common ICT systems and software packages</li> </ul>	<ul style="list-style-type: none"> <li>• Ability to travel, nationally occasionally</li> </ul>	<p>Application form and Interview</p>
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