

JOB DESCRIPTION

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| JOB TITLE: | Events and School Liaison Coordinator |
| GRADE/SALARY: | Grade I (£19,140 per annum - £20,989 per annum) |
| CAMPUS: | Langley. In this role you will be required to travel between the different colleges sites/campuses. |
| HOURS: | Term Time Only – 29.6 hours per week, 42 weeks per year |
| RESPONSIBLE TO: | Assistant Principal Marketing and Business Development |
| DEPARTMENT: | Marketing and Business Development |
| JOB PURPOSE: | <ol style="list-style-type: none">1. To lead and co-ordinate the planning and delivery of a vibrant marketing/external events programme for The Windsor Forest Colleges Group which will support the group in recruiting learners to a range of programmes including for: 16- 19 year olds, Adults, Apprentices, Higher Education, Businesses across all College Group Sites.2. To support the delivery of the Group marketing function providing administrative support for the function including liaising with the external marketing service |

N.B. This job description is current at the date of issue. It will be reviewed annually and may be updated by the Principal.

The main duties and responsibilities of the post include the following: -

1. Working with the Assistant Principal Marketing and Business Development and other key college managers, and to lead and plan a programme of vibrant externally facing learner 'recruitment' focused events
2. To co-ordinate the effective delivery of key Windsor Forest College group promotional events which focus on student recruitment including organizing (or supporting other colleagues in the organization). Key events to include:
 - 3 x Open Days per year for each college
 - Welcome Events and Taster days
 - Parents welcome evenings
 - Key Employer events such as during National Apprenticeship Week
3. Liaise with external partners regarding attendance at events by the group or one of its constituent college including attending a range of Careers, Business and other events which support the group in promoting its extensive offer to potential learners, businesses and other key stakeholders.

4. Co-ordinate with organisers of external events as appropriate ensuring that effective arrangements are in place
 5. Attend external events such as Schools events and careers fairs and or to support colleagues attending by organizing and providing them with appropriate marketing resources
 6. Work with the Head of Admissions to support School liaison programme, providing appropriate marketing support including provision of stock and other marketing resources and attending some school events where appropriate/own calendar allows
 7. Post holder will be expected to work on average one evening per week during college term time. This will be reflected in post holder working hours to be discussed and agreed with line manager
 8. Maintain a calendar of group promotional and student recruitment focused events liaising with Campus Administrators as appropriate
 9. Liaise with group external marketing function and support line manager with administrative support needed for example financial transactions supporting the tracking, ordering, processing of invoices, liaising with suppliers if required
 10. Co-ordinate the distribution of marketing materials such as course publications, Open Day information, posters etc. including maintaining an up to date distribution list
 11. Be a member of the Group Enrolment Team supporting and carrying out enrolment duties as agreed with line manager
 12. Co-ordinate and maintain key marketing databases such as the group photo library and associated permissions plus other databases, files etc. as required
 13. Manage the college marketing stock keeping a track of amounts, locations and loans to departments, ensuring that stock levels are sufficient to meet demand from events and activities planned
 14. Work flexibly as required at the different colleges sites/campuses and attend a range of external events across the groups key catchments areas, including but not limited to East Berkshire, North West Surrey, West and South West London
 15. Ensure that good customer service is delivered at all times.
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Note

The post will be based at one of the current College campuses, but the duties of the job may require the post holder to work at any College campus or other location connected with the work of the College. Travel between the college's main campuses will form a requisite part of this post.

It is the College's policy to establish and maintain a Risk Register and a Risk Management Policy. It is a condition of your employment that you become aware of these documents and that you follow the objectives and procedures of good risk management in your areas of work.

The post holder is required to have a commitment to:

- The continuing development and implementation of the College's Diversity & Equality Policy.
- The management of risk within the College

- The health and safety of staff, students and visitors in general and the College's policies and procedures in particular.
- The principles and procedures set out in the College's Safeguarding and Promoting Welfare for Children & Vulnerable Adults Policy.
- The principles and procedures set out in the College's Data Protection Policy

September 2018

PERSON SPECIFICATION
Events and School Liaison Coordinator

| | Essential | Desirable | Source of Evidence |
|--|-----------|-----------|--------------------|
| EDUCATIONAL AND PROFESSIONAL QUALIFICATIONS | | | |
| GCSE A-C or equivalent in English | X | | AF |
| Level 3 qualification or willing to work towards | X | | AF |
| EXPERIENCE | | | |
| Demonstrable experience of working with range of external and internal customers in organising complex programme of events or activities | X | | AF/IV |
| Previous experience of working in an educational environment | | X | AF |
| Previous experience of promoting products or services | X | | AF/IV |
| Proven Administration experience | X | | AF/IV |
| SKILLS / KNOWLEDGE / ABILITIES | | | |
| Excellent verbal and written communication skills including the ability to influence others | X | | IV |
| Flexible approach to working practices including the ability to work effectively as a team member | X | | IV |
| Ability to successfully enthusiastically and actively promote the group offer to a diverse range of both internal and external customers | X | | IV |
| Proven organisational skills and the ability to prioritise workload, can do attitude | X | | IV |
| The ability to work under pressure and adhere to tight deadlines including working with minimal supervision | X | | IV |
| Good working knowledge of Microsoft packages including strong Excel skills | X | | AF/IV |
| Fully licenced to drive in the UK and access to a car for business use (please state this) | X | | AF |

KEY:

Evidence of all of the elements marked AF or AF/IV must be present in the application form in order to be shortlisted for an interview

All of the elements marked IV will be assessed at interview

All of the elements marked AF/IV will also be assessed at interview

All or some of the elements may be assessed by the Test/Presentation