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# JOB DESCRIPTION

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| **JOB TITLE: Schools Engagement Coordinator**  **SECTION: Marketing**  **GRADE: PO1**  **DIRECTLY RESPONSIBLE TO: Marketing & Schools Engagement Manager**  **DIRECTLY RESPONSIBLE FOR: Marketing & Schools Engagement Officer** |

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| **Purpose of Job:**   * To plan, coordinate and participate in a range of recruitment activities, raising the profile of the College and encouraging students to apply and enrol. * To manage and maintain key contacts and highlight future partnership activity with key schools and referral agencies, ensuring good working relationships and positive customer experiences. * To raise the profile of all available routes to higher education and/or employment, including study programmes, T Levels and Apprenticeships with prospective and existing learners, parents, carers and partner organisations. * To undertake key research and data analysis to inform future recruitment activity. | |
| Main Responsibilities and Duties:   1. To plan and deliver the full range of Schools Engagement Services to prospective learners at schools, referral agencies and appropriate stakeholder venues. 2. To work as part of the College’s marketing team and contribute to the development of promotional activity linked to schools. 3. To ensure schools careers leads and Connexions staff have clear lines of communication and support, and have access to quality information. 4. To provide line management support, advice and guidance to the Schools Engagement Officer ensuring that KPIs and key objectives are set and achieved. 5. To develop strong working relationships with curriculum and business areas within the College to ensure support to assist in the achievement of recruitment targets. 6. To plan, coordinate and promote school leaver events both internally and externally and manage appropriate programme area support. 7. To utilise application data to effectively maintain direct links with prospective learners through keep warm activities and publications. 8. Lead on key research and data analysis, including the use of Vector and the College Dashboard to inform future strategies and plans. Report key findings to senior management regarding recruitment trends, competitor analysis, market perception and potential growth opportunities. 9. To work with the Student Experience Manger and the Head of Admissions to assist in the effective collection and processing of school leaver applications. 10. To prepare an annual self-assessment report for the department. 11. To contribute when required to general marketing and recruitment activity such as events for all ages and PR opportunities. 12. To undertake benchmarking and sharing of good practice exercises with other colleges and partners. 13. To develop the skills of you and your team by participating in staff development opportunities and ensuring all mandatory training is undertaken in a timely manner. 14. To undertake any other duties commensurate with the skills, knowledge and experience of the post holder as may be required from time to time by the College. 15. The post holder may be required in pursuance of their duties to perform services not only for the Group but also for any subsidiary. 16. The post holder will be expected to work flexibly and efficiently, to maintain the highest professional standards and to promote and implement the policies for the Group. 17. The post holder may be expected to comply with any rules and regulations, which the Group may from time to time issue to ensure the efficient operations of its business and the welfare and interests of its students and employees. 18. To actively contribute to the College’s safeguarding children and vulnerable adult agenda. 19. In carrying out their duties, the post holder must comply with Health & Safety regulations and policies. 20. To ensure the development of equality of opportunity throughout all aspects of service delivery and to comply with equality of opportunity within the team. |

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| **Physical Conditions**  **Place of Work**  The principle place of work will be at Bolton College’s Deane Road Campus. However, the post holder may be required to work on either a temporary or an indefinite basis at any premises at which it may, from time to time, provide services or at other locations, mainly in the Bolton or surrounding area when required. As part of their duties, the post holder will be required to travel in the Bolton and Greater Manchester area and occasionally to other parts of the United Kingdom. Such travel may include attendance at conferences or seminars for the purpose of maintaining and updating their professional skills.  A full driving licence is required, as is your own transport  **Working Hours**  The post holder will be expected to work such hours as are necessary for the proper performance of their duties and responsibilities, with a minimum of 37 hours per week. The post holder may, from time to time, be required to work sometimes at short notice on evenings/weekends, in which case time off in lieu will be given during the normal working week. |

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| **S Social Conditions**  **Probationary Period**  If the post holder is a new employee to the College, the first nine months of employment will be a probationary period, during which the suitability of the post holder for the position will be assessed. The College reserves the right to extend the probationary period if, in its opinion, circumstances so require. During the probationary period, employment may be terminated either by the post holder or by the College by giving written notice of one month. The College’s Disciplinary Procedure will not apply during the probationary period.  **Training and Appraisal**  The College wishes to encourage support staff to increase their skills and qualifications, for the benefit of the individual and the College. The postholder may therefore, at the discretion of the management, be required to undertake mandatory training and development appropriate to present and future needs of the College.  The post holder will be required to participate in a staff appraisal scheme approved by the College.  In the interests of Health & Safety, smoking/vaping is not permitted in Bolton College.  **Review**  All job descriptions will be reviewed and adjusted annually as part of the appraisal cycle.  Job Description Prepared By: Marketing & Schools Engagement Manager 26-05-2023 |

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| **JOB DESCRIPTION UPDATED PREPARED BY:** Marketing and Schools Engagement Manager  **DATE: May 2023** |