

School & Community Liaison Officer

- Team: T Level
- Reports to: T Levels and Quality Manager
- Location: The post holder will be based at the Worthing Campus and work in the following areas:
- Worthing & local community

Job Purpose

The role is responsible for supporting the College's engagement with the following customer groups to the implementation of T Levels and new curriculum:

- Local Schools and Sixth Forms
- Other FE Colleges
- Specialist Schools
- Local community groups
- Employers

The role will work closely with Curriculum areas to implement holistic and targeted campaigns and events to raise awareness and increase recruitment from T Levels and encouraging students to progress onto the T Level option in selected routes.

Key Responsibilities

- To provide input to the implementation of the T Level plan and ensure quality relationships are maintained and grown with curriculum areas to support progression.
- To represent the college and build sustainable relationships with local schools and the community and employers.
- Offer appropriate activities and partnerships to local schools to maintain schools and parents' confidence in the College as the destination of choice including the new T Level curriculum.
- Accessing key data on students considering the College and work with Marketing and Admissions to devise campaigns to convert enquiries into enrolments.
- Working with the T Level team and collaboratively with Marketing, Sales and Admissions teams to plan, manage and deliver Information Days and Open Days/Events (internal & external).
- Working with the Sales and curriculum teams to develop a T Level offer to schools.
- Utilise the CRM to track conversions and relationships.
- Work in partnership with Curriculum areas to offer specialist speakers/master classes to schools, with a particular focus on T Level activities.
- Collate market research on our competition for the pre and post 16 offer and make recommendations on required changes to approach/offer.

Role Context

Chichester College Group expects staff to:

- Work within the context of the Group's core values, code of conduct, quality requirements and continuous improvement ethos.
- Undertake their duties in accordance with Group policy and procedures, particularly with respect to:
 - Human Resources policies and procedures;
 - Equality, diversity and inclusion policies and procedures;
 - The Group's health and safety policies and procedures;
 - Safeguarding and Prevent;
 - The Group's policy on the confidentiality of data stored electronically and by other means in line with data protection legislation.
- Keep abreast of developments in their own area of expertise and undertake staff development opportunities where identified and approved, subject to funding.

Evening and weekend work will be required.

You may be required to undertake such duties as may be reasonably required of you commensurate with this grade.

Work outside the Group must not interfere with the effective delivery of your duties. Additional work requires approval by the Chief Executive Officer.

Other supporting information can be found on the Group's website.

This job description is current at the date shown below. It is liable to variation by management in consultation with you to reflect or anticipate changes in, or to, the job.

Criteria	Essential/ Desirable	How Assessed
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Qualifications		
Education to Level 3	Essential	Application Form/ Certificates
GCSE (or equivalent) in English at grade C or above	Essential	
A professional marketing or IAG qualification (e.g. CIM) or willingness to undertake a relevant qualification	Essential	

Experience		
Running a customer engagement, presentation or IAG activity (sales and/or marketing) with proven results	Essential	Application Form/ Interview/ Assessment
Engagement with external stakeholders and partners	Essential	
Planning and delivering events and campaigns	Essential	
Marketing to a complex and segmented customer base, specifically young people, parents and schools	Desirable	
Market research & analysis	Desirable	
PR & brand/reputation management	Desirable	

Knowledge		
Working knowledge of Microsoft Office applications, including Word and Outlook	Essential	Application Form/ Interview/ Assessment
Working with agencies and staff from across an organisation	Essential	
An understanding of further education, marketing/sales and Safeguarding	Essential	
Digital marketing & social media	Desirable	
Data interrogation and use of a CRM system	Desirable	
Providing IAG within education	Desirable	

Skills and Abilities		
Time management skills, organisational skills and the ability to meet tight deadlines	Essential	Application Form/ Interview/ Assessment
Ability to communicate and present to a diverse range of people at all levels, verbally and in writing	Essential	
IT and keyboard skills, including the use of email	Essential	
Ability to work alone and as part of a team with interpersonal skills	Essential	
Proven interpersonal skills	Essential	
Ability to establish and maintain effective administrative processes	Desirable	

Attributes		
Flexible and proactive approach	Essential	Interview
Highly motivated - can do style	Essential	
Results focused	Essential	
Analytical	Essential	
Creative and innovative	Essential	

Other Requirements		
Satisfactorily meeting the Group's employment checks - a Disclosure and Barring Service Check (including any relevant overseas checks), health assessment, references, qualifications and legal entitlement to work in the UK	Essential	Checks and Clearances/ Interview
Driving Licence	Essential	

Any appointment is subject to the Corporation's terms and conditions of service.

Working hours per week: 37

Working weeks per year: 52

Salary range: £20,878 - £22,817 per annum

Salary progression: Salary progression is achieved through annual increments, in accordance with the Group's Performance Management Scheme.

Holiday entitlement: The annual leave year runs from 1 January to 31 December. 24 days per annum. In addition, the days between Christmas and New Year are not deducted from your leave entitlement.

Holiday restrictions: Leave cannot be taken on certain days designated by the Group, e.g. development and administration days. Leave is to be agreed in advance with the line manager. Academic staff or staff supporting teaching and learning cannot take leave during term time.

Pension scheme: Permanent and fixed term staff (regardless of how many hours they are contracted to) are automatically opted into the Local Government Pension Scheme unless they elect to opt out of the pension. The Group contributes to this scheme and the employee contribution is determined by the level of actual pensionable pay and the guidelines given by the LGPS. Alternatively the employee may opt out within the first 3 months of employment. Bank staff will be subject to auto-enrolment into the Local Government Pension Scheme ("LGPS"), based on certain qualifying criteria as determined by The Pension's Regulator. However, Bank staff may still elect to opt into the LGPS if they wish.