

Our mission is: 'Realising potential, transforming lives'

JOB DESCRIPTION

Job Title: Marketing & School Engagement Officer

Responsible to: Marketing Manager

Accountable to: Director of Marketing, Admissions & Employer Engagement

Job purpose

The Marketing & School Engagement Officer will work closely with the Marketing & School Engagement Team Leader to ensure a highly responsive service to schools and the growth and delivery of 16-18-year-old recruitment targets. They will contribute to the success of the college's strategic aims and priorities by supporting all aspects of the 16-18-year-old marketing mix including recruitment campaigns, digital marketing, PR, communications, publications, direct marketing and events.

Key responsibilities

- Provide high levels of responsiveness and a customer relationship management to schools, adopting an Account Manager approach.
- Strengthen and build on existing relationships with local schools, improving the reputation, positioning and market share of Warrington & Vale Royal College, locally and regionally.
- Support the Marketing & School Engagement Team Leader in building key relationships with schools on the outskirts of the college catchment areas to raise awareness, increase learner numbers and market share.
- Support the Marketing & School Engagement Team Leader in developing and organising a range of activities for schools, including years 7 – 11.
- Represent, present and actively promote the college at events such as school careers fairs, assemblies, year 9 options events, school parents' evenings, open evenings and taster days. In addition, proactively seek new opportunities for promoting the college.

- Deliver bespoke presentations to small, medium and large audiences in a variety of settings e.g. school assemblies, group presentations, and key stakeholder's presentations.
- Keep up to date with new courses, curriculum and qualification changes to ensure high levels of information, advice and guidance to young people and parents.
- Carry out pre-entry school leaver interviews in schools and chase DNAs post interview in discussion with the Admissions Manager.
- Liaise effectively with curriculum staff to co-ordinate, plan and manage Open Evenings, College experience Evenings, New Student Welcome Days and Taster Days for prospective students.
- Work with the Marketing & School Engagement Team Leader to develop mechanisms to measure impact and provide data for reports, as and when required.
- Contribute to 'keep warm' content and activities to maximise conversion each September. Ensure content is shared and the MyWVR app for applicants is kept up to date.
- Liaise with the Director of Marketing & Admissions and the Marketing & School Engagement team Leader to explore tactical approaches to recruiting 16-18 learners and increasing market share.
- Liaise effectively with current and prospective students and parents / carers, face-to-face and on the telephone.
- Support the development of marketing materials for use at events in schools and colleges including an FE Prospectus, video, flyers, presentations etc.
- To help develop and implement PR strategies and integrated marketing campaigns to engage target audiences effectively.
- Ensure target audiences are aware of college projects and Academies such as the Health & Social Care Academy and the Advanced Creative & Digital Skills Academy. To contribute to project reports as and when required.
- Work with staff across the College to develop and deliver effective marketing materials and a dynamic online presence that drives recruitment forward and meets income and learner number targets.
- Assist in the development and delivery of innovative promotional campaigns, including advertising/ interactive media/promotions that drives recruitment forward and meets targets, often working within short timeframes.
- Support the Marketing & School Engagement Team Leader in digital communications and housekeeping of customer databases.



- Contribute positively and productively to an **award-winning** professional, innovative, responsive and effective in-house marketing service for the college, undertaking other tasks to support the wider marketing team.

Professional Standards

- Exemplify behaviours which drive behaviour in-line with professional standards.
- Maintain up-to-date knowledge of developments and best practice in your area to provide sound professional advice to the staff.
- Actively participate in professional development and training activities, developing your own personal networks and reflecting on your own performance.
- Be a role model of excellence and professionalism for all staff and students.

Responsibilities common to all Staff

- To establish, maintain and develop professional working relationships with colleagues.
- Follow all agreed Quality Assurance Mechanisms operating within the College and contribute generally to the establishment and development of a quality provision/service.
- The College operates a Performance Management Review Scheme through which objectives and development plans are agreed. All staff are required to participate in the scheme and, with their manager, are jointly responsible for the completion of agreed actions.
- The College is keen to ensure the health and safety of students, staff and visitors. All staff are responsible for complying with the Health and Safety at Work Act 1974 and ensuring no-one is affected by individual acts or omissions.
- The College aims to be a place in which people can work and study free from discrimination. All staff and students are required to comply with the College's Single Equality Scheme.
- To contribute to the College's Mission, Values and British Values.
- To be aware of, and responsive to the changing nature of the College and adopt a flexible and proactive approach to work.



- All employees are required as part of their duties to accept responsibility for safeguarding, Prevent and promoting the welfare of children and vulnerable adults.
- To operate sustainably, ethically and responsibly, and to take action to increase efficiency and reduce consumption and waste

Responsibilities common to all Managers

- To establish, maintain and develop professional working relationships with colleagues.
- Follow all agreed Quality Assurance Mechanisms operating within the College and contribute generally to the establishment and development of a quality provision/service.
- To contribute to and promote the achievement of the College's Mission, Values and British Values.
- Participate in performance management review and take responsibility for the completion of agreed objectives.
- Participate in relevant professional development, ensuring others do the same.
- Ensure all staff and students comply with the Health and Safety at Work Act 1974.
- Ensure that all staff and students comply with the College's Equality & Diversity Policy.
- Be aware of and responsive to the changing nature of the College and adopt a flexible and proactive approach to work.
- Hold team meetings and disseminate College briefings, feeding back staff comments as appropriate.
- Accept responsibility for safeguarding, promoting the welfare of children and vulnerable adults and Prevent.
- To operate sustainably, ethically and responsibly, and to take action to increase efficiency and reduce consumption and waste
- Undertake any other duties commensurate with the grading of the post.



Review Arrangements

- This job description is not a rigid specification but identifies main responsibilities, which will be amended in the light of organisational need and in discussion with the postholder.

Working at the College

Our environment is inclusive, friendly and supportive, with high expectations for both staff and students. To thrive in our environment, you will need to be resilient, positive, able to work autonomously, have a strong work ethic, and put our learners at the heart of everything you do.

Our College values are:

We put our students and customers first - prioritising students and their learning and progress, realising their potential, delighting our customers

We recognise that people are our greatest asset – recruit and retain the most talented staff, investing in them to fulfil their potential, creating a wealth of opportunities for personal development and progression, creating a culture of co-prosperity, rewarding them for the work they do

We pursue excellence in all we do - a passion for high quality education, training and skills solutions, holding ourselves to the highest possible standards, meeting (and exceeding) targets, making improvements, valuing creativity, supporting digital innovation and pedagogy

We embrace change - looking forward to the future, embracing new technologies, anticipating and responding to ongoing economic and social needs and demands, maintaining a growth mind-set, exploring new routes to partnership, collaboration and growth

We collaborate and work in partnership with others - actively seeking opportunities to work with others in the best interests of the college community and key stakeholders.

We operate sustainably, ethically and responsibly - taking action to achieve net zero carbon targets, acting with integrity, with high levels of accountability and complete transparency, treating others fairly and with respect, communicating clearly, concisely and openly.

We are guided by the principles of sound financial stewardship and operational efficiency - ever-mindful of an increasingly risk-laden operational environment, the need for broader sensitivity analysis in budgeting and forecasting and the importance of mitigating risks that could affect the college's solvency.



