

## Job Description

### Student Recruitment and Marketing Officer

**Salary:** Grade 5, SCP: 5 – 8 £24,790 - £25,992 (appointment made on the scale dependent upon experience)

**Hours:** 37 hours per week 52 weeks per year

**Responsible to:** Director of Employer Engagement

<b>Job Title:</b>	<b>Student Recruitment &amp; Marketing Officer</b>
<b>Accountable to:</b>	<b>Business Engagement Lead</b>
<b>Job Purpose:</b>	<ul style="list-style-type: none"> <li>To plan, co-ordinate and implement all marketing and PR communications for Engineering UTC Northern Lincolnshire</li> <li>To work closely with the Principal and Director of Employer Engagement across a range of marketing activities to ensure recruitment targets are met and to promote a positive image of ENLUTC.</li> <li>A high degree of flexibility is required for the role due to events taking place in the evenings, at weekends and during school holiday periods.</li> </ul>
<b>Main Duties and Responsibilities:</b>	<p><b>Event Management</b></p> <ol style="list-style-type: none"> <li>To co-ordinate marketing activities, targeting: prospective students aged 13-19, parent/carers of prospective students, and key stakeholders and employers.</li> <li>To co-ordinate and take responsibility for all high-profile events (e.g. Open Evenings and other recruitment events).</li> <li>Attend external careers fairs, assemblies and manage relationships with local secondary and primary schools.</li> <li>Support with the school and events diary to ensure that all events and employer engagement activities are used as a marketing tool.</li> </ol> <p><b>Employer Engagement</b></p> <ol style="list-style-type: none"> <li>Support the Director of Employer Engagement to build strong links with employer partners and to co-ordinate employer related activity.</li> <li>Attend school trips/visits as directed by the Director of Employer Engagement.</li> </ol> <p><b>Digital/Media</b></p> <ol style="list-style-type: none"> <li>Manage all website content – creating regular news stories and maintaining all other pages ensuring all content is up to date and Ofsted ready.</li> <li>Manage all social media channels – creating and scheduling engaging and exciting content, including paid-for campaigns, to promote all aspects of the work of ENLUTC. These are Facebook, Twitter, LinkedIn, Tik Tok and Instagram.</li> <li>Create timely and relevant e-newsletters.</li> <li>Monitor and respond to online comments, questions and reviews, reporting and escalating response handling where necessary.</li> <li>To work closely with key media to produce engaging press releases for ENLUTC to ensure the effective promotion of the college to prospective students and their parent/carers.</li> </ol>

	<p><b>Print</b></p> <ol style="list-style-type: none"> <li>12. Create content for, and manage, onsite promotional spaces (posters, banners, digital screens and literature displays).</li> <li>13. To co-ordinate and take responsibility for a variety of promotional initiatives, including external agencies, outdoor and online advertising, sales promotions and direct marketing, in support of the strategic marketing plan.</li> </ol> <p><b>Film and photography</b></p> <ol style="list-style-type: none"> <li>14. Develop and manage ENLUTC's photo/video library, ensuring current and suitable images are used for marketing and PR.</li> <li>15. Photograph and film events and activities for PR and social media. Ensure that all people captured in images have given consent and signed a model release form.</li> </ol> <p><b>Analysis &amp; Reporting</b></p> <ol style="list-style-type: none"> <li>16. To analyse and report on the effectiveness of all advertising and promotional activity, in relation to college events, making recommendations for future campaigns.</li> <li>17. To report and provide feedback to the Principal and Senior Leadership Team around events and marketing activity.</li> </ol> <p><b>Student Admissions</b></p> <ol style="list-style-type: none"> <li>18. To co-ordinate and manage the schools admissions process to ensure a positive journey for both prospective student and parent/carer</li> <li>19. Support all enquiries, admissions, tours and enrolments</li> <li>20. Support the Assistant Principal with all in-year transfer requests</li> </ol>
<p><b>Other duties and responsibilities:</b></p>	<ul style="list-style-type: none"> <li>• To work with the relevant staff to support enquiries, admissions and enrolments for ENLUTC.</li> <li>• Monitor the marketing budget and advise/report on any variances by exception.</li> <li>• To carry out any other duties that the Principal and Director of Employer Engagement may reasonably request.</li> <li>• To cover lunch period for reception personnel.</li> </ul>
<p><b>Responsibilities common to all staff:</b></p>	<p>All staff are expected to:</p> <ul style="list-style-type: none"> <li>• Foster ENLUTC's vision and objectives.</li> <li>• To ensure equality and diversity is celebrated and promoted through all practice, and that success is achieved through widening participation and encouraging access to a diverse range of students.</li> <li>• Effectively discharge ENLUTC's responsibility for safeguarding students.</li> <li>• Work within the ENLUTC Health and Safety policy to ensure a safe working environment for staff, students and visitors.</li> <li>• Maintain high professional standards of attendance, punctuality, appearance, conduct and positive, courteous relations with students, parents and colleagues.</li> <li>• To engage actively in the performance review process.</li> <li>• Adhere to policies and procedures as set out in the staff handbook or other documentation available to all staff.</li> <li>• Attend appropriate professional development/training sessions, courses or meetings to ensure that skills are maintained and developed to meet the changing needs of the college.</li> <li>• To comply with the provisions of GDPR and adhere to the requirements of all staff to maintain confidentiality in respect of governors, staff, parents, students and members of the general public.</li> </ul>

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|  | <ul style="list-style-type: none"><li>• To be responsible and accountable for carrying out the post with regard to the college's Safeguarding Policy, Equal Opportunity Policy. Health and Safety at Work Act and any other relevant policies and procedures.</li></ul> |
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