

Role Profile

Role Title	School Liaison Co-ordinator
Reporting To	Marketing Coordinator
Department	Marketing
Pay Grade	£24,000 per annum
Version Date	January 2020

Role Purpose

To support the development and success of the Hull College Group marketing service. To take responsibility for specific marketing campaigns and projects within the service and to assist with the implementation of the service's strategy and campaigns.

The post holder will work across the Group within the shared marketing services structure.

Key Responsibilities

- To assist the 14-19 Partnerships Manager and 14-19 Development Co-ordinator in the co-ordination and implementation of the College's 14-19 strategy across Hull and Goole College to provide a high quality 14-19 curriculum across the college.
- To develop links with primary and secondary schools within the region in conjunction with Creative Partnerships and the Marketing team.
- To lead on the co-ordination of public relations and marketing to positively promote the College's 14-19 provision within Hull and East Riding Secondary Schools.
- To liaise with the Marketing team to plan, develop and co-ordinate school taster events/opportunities for primary and secondary schools and to produce reports for college committees.
- To lead on the production of the college 14-16 prospectus and develop new opportunities for schools liaison activities.
- In conjunction with the Marketing team, to co-ordinate the provision of careers and progression talks within secondary schools. Co-ordinate college representation at Year 10 and 11 parent's evenings, options and careers events in order to provide up to date progression guidance from secondary schools to Hull College programmes.
- To plan, monitor and carry out interviews as required. To liaise with the college admissions team to co-ordinate a generic interviewing service I secondary schools and to complement interviews undertaken by specialist tutors.
- To monitor competitor's activities with regard to 14-19 provision and produce reports as required for the 14-19 Partnerships Manager.
- To co-ordinate activities with Band B Schools Liaison tutors in the college and offer guidance and support for 14-16 delivery.
- To assist 14-16 course leaders in setting up clear selection guidelines for their 14-16 programmes and support college staff in the running and development of new 14-16 initiatives including Young Apprenticeships and Diplomas.
- To monitor 14-16 programmes in the college and undertake reviews at regular intervals to ensure that quality and standards are met.
- To co-ordinate the maintenance of up to date records for 14-16 programmes.
- To undertake staff development activities to keep up to date with the above activities and to meet the strategic priorities of the college.
- To carry out other reasonable duties as required.

Person Specification – School Liaison Co-ordinator

	Essential	Desirable	How assessed*
QUALIFICATIONS			
Good general education	✓		AF/Cert
Degree or equivalent professional qualification in Marketing		✓	AF/Cert
KNOWLEDGE AND EXPERIENCE (UP TO DATE/ CURRENT)			
Recent and relevant experience of working in a marketing/advertising/public relations environment	✓		IV/AF
Experience of implementing marketing campaigns		✓	IV/AF
Experience of writing advertising copy	✓		IV/AF
Experience of implementing Social Media marketing campaigns	✓		IV/AF
Ability to devise and produce a range of marketing materials and brochures, including proof reading copy	✓		IV/AF
Ability to take high quality photographs	✓		IV/AF
Experience of working within the education sector		✓	IV/AF
Experience of effective marketing budget control		✓	
SKILLS AND ABILITIES			
Strong verbal and written communication skills	✓		AF/IV/AT
Excellent interpersonal and networking skills	✓		AF/IV
Ability to work on own initiative with strong organisational skills	✓		AF/IV
Ability to travel between all of the Group's sites	✓		AF/IV
Ability to work flexibly, including evening and weekend work	✓		AF/IV

*Key to how skills are assessed:

AF = Skill assessed via application form
 AT = Skill assessed via test/work-related task

IV = Skill assessed via interview
 Cert = Certificate checked at interview