

JOB DESCRIPTION

POST TITLE:	Brand Engagement Officer
GRADE:	Harmonised Salary Scale Points 20-23
WORK ARRANGEMENTS:	37 hours per week/52 weeks per year
DEPARTMENT:	Brand and Communications
RESPONSIBLE TO:	Brand Engagement Team Leader
RESPONSIBLE FOR:	Raising the profile of The Chesterfield College Group Brand through the implementation and delivery of a variety of recruitment and engagement activities.

PURPOSE OF THE POST

1. Key features of the role will include delivering engagement and recruitment activity in both external schools and The Chesterfield College Group campuses.
2. Delivering presentations to school students, youth groups, teachers, parents and guardians on the opportunities, provision and progression routes available at The Chesterfield College Group.
3. Develop mutually-beneficial partnerships with individuals, employers, schools, groups, sports clubs and other organisations with the aim of developing recruitment opportunities, embedding the College Group brand and generating income.

DUTIES AND RESPONSIBILITIES

1. Working with the Brand Engagement Team Leader to deliver and support recruitment campaigns and assist with the design of presentations and other materials that promote the brand.
2. Support the delivery of engagement recruitment campaigns working collaboratively with cross-college teams, including Admissions, Brand and Communication and Curriculum teams to assist the recruitment of Post-16, Apprenticeship, HE and Adult Learners.
3. Assisting with implementing and supporting teams across college to run engaging Taster sessions during school holidays, evenings and Summer Challenges.
4. Assisting with implementing and supporting teams across college to provide both internal and external engagement activities around World of Work, Employment and Career progression for student applicants.
5. Working with the Team Leader to support the delivery of a series of internal progression events and activities in the summer term designed to enhance the internal progression of existing students onto a higher level college course or apprenticeship.

6. Building on existing links and work with stakeholders, youth communities, schools and College Directorates to organise and support a variety of events including; work experience, taster sessions, presentations, tours, visits and challenges.
7. Assisting with organising and attending College events such as the Advice/Open Days and briefings for stakeholders.
8. Provide information and advice at school and community events such as parents' evenings, HE events, careers events, Open Days, other school based functions and community events such as fairs, fetes and galas. Also includes regional and large scale events such as UCAS/ Skills Festivals etc.
9. Assisting in the distribution of prospectuses and marketing materials to schools, other key stakeholders, youth groups and the wider community.
10. Ensure you remain up to date with new developments within FE and Chesterfield College, including information on College courses, progression routes, pre-16 opportunities, careers information and labour market intelligence.
11. Support engagement activity for the regional Learning Unlimited offices based in Derby, including regular taster sessions, schools engagement activity and community events.
12. Increase work with community groups to promote and enhance college brand awareness, and recruitment of students across all provisions.
13. Work collaboratively with cross college teams to promote the college brand in a professional and positive manner at all times, and promoting a student-centric ethos.
14. Support the wider Brand and Communications team at events and in other marketing activities.
15. Contribute content to the official College Group social media accounts and promote the work and successes of the Engagement Team.
16. Be flexible in approach to work and working hours and carryout any travel required for the post.

GENERAL

1. Take responsibility for one's own professional development and continually update as necessary, participating in appropriate staff development activities as required including the Professional Development Review.
2. Promote a positive image of the College and the work that is carried out across its various services.
3. Comply with all legislative and regulatory requirements.
4. Apply the College's own Safeguarding Policy and practices and attend training as requested.
5. Show a commitment to diversity, equal opportunities and anti-discriminatory practices. The post holder is expected to comply with and promote the College's Equal Opportunities Policy in all aspects of their duties and responsibilities.
6. Carry out any other reasonable duties within the overall function, commensurate with the grading and level of responsibility of the job.
7. Take an active role in the health, safety and welfare of students and staff, attending training and carrying out health and safety related activities as appropriate to the role.

Person Specification

Post:	Brand Engagement Officer	Department:	Brand and Communications
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Key Requirements:	Essential/ Desirable	Assessed
Qualifications:		
English and Mathematics at Level 2	E	A
Level 3 Award in Education and Training (PTLLS equivalent) (or willing to work towards)	E	A
Degree or equivalent	D	A
IAG/Guidance qualification (or willing to work towards)	D	A
Experience:		
Working in a guidance or customer service environment	E	A/I
Delivering presentations to an audience	D	A/I
Interacting effectively with young people	D	A/I
PR experience	D	A/I
Guidance experience	D	A/I
Working in FE	D	A/I
Event Organisation	D	A/I
Skills/Knowledge:		
Excellent presentation skills	D	A/I
Ability to work as part of a team	E	I
Excellent communication and interpersonal skills	E	I
Computer and keyboard skills	E	I
Understanding of PR techniques or guidance techniques	D	A/I
Competent word processing, ability and knowledge of databases and PowerPoint	E	A/I
Knowledge of the post-16 education sector	D	A/I
Qualities:		
Ability to work under pressure	E	I
Willingness to undertake substantial travel in line with the needs of the role	E	I
Willingness to work unsocial hours	E	I
Flexibility in working patterns	E	I
Other Requirements:		
An understanding of Safeguarding of Children & Vulnerable Adults within the workplace	E	I
Full commitment to Equal Opportunities and anti-discriminatory working practices	E	I

E = Essential D = Desirable A = Application I = Interview T = Test

Produced by:	Amy Frost	Date Produced:	June 2019
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