

## **The Northern College**

### **Job Description**

<b>Post Title:</b>	Outreach / Student Recruitment Officer
<b>Responsible to:</b>	Curriculum Manager - Essential Skills
<b>Salary:</b>	Business Support Terms and Conditions - £21,978 to £24,265
<b>Work arrangements:</b>	36 hours per week, 52 weeks per year. You will be required to work such hours as are reasonably necessary for the proper performance of your duties.

### **Purpose of the Role**

To be responsible to the Curriculum Manager for Essential Skills for developing and delivering an Outreach / Student Recruitment plan to recruit students into college through community / stakeholder engagement, internal and external events, and partner referral routes.

### **Main Duties**

1. Develop and deliver an Outreach / Student Recruitment plan which allows the College to achieve and maximise its funding allocations and opportunities.
2. Monitor feedback and outcomes from the Outreach / Student Recruitment plan, gathering feedback and making recommendations using lessons learned.
3. Maintain a detailed understanding of the College's curriculum and recruitment priorities acting as an ambassador for the College promoting the college offer at every opportunity.
4. Work with the Marketing & Recruitment Manager to co-ordinate and provide representation at external recruitment events, career fairs and meetings.
5. Provide Curriculum Managers with intelligence from students and partners to inform curriculum development.
6. Increase and maintain the current network of referral partners to recruit new students and raise the profile of the College.
7. Ensure the College's promotional material (e.g. newsletters, leaflets, events, social media) meets partner need and is utilised effectively to recruit students.
8. Present the College offer to both referral partners and prospective students through formal presentations and informal opportunities.
9. Act as lead contact and broker for group bookings working with the relevant Curriculum Manager to ensure the group has an excellent experience.
10. Capture photos and videos of events and outreach activities, providing content for news articles and social media.

11. Maintain an up-to-date stakeholder list in line with GDPR guidelines.
12. To attend evening and weekend events as required.
13. Attend meetings and working groups, both within the College and externally, as appropriate.
14. To comply with the requirements of the General Data Protection Regulation (GDPR) and take individual responsibility to protect data by taking all reasonable steps to ensure data is held securely.
15. Observe all college policies, procedures, working practices and regulations, and in particular to comply with the College's Equality and Diversity policy, Health and Safety policy, Financial Regulations, Safeguarding policy and Code of Conduct.
16. Promote effective communication and open dialogue with others.
17. Demonstrate a strong commitment to self-development and undertake professional development as required and contribute to the achievement of College objectives.
18. Undertake any training and development deemed relevant to the post.
19. Any other duties which do not change the nature and purpose of the post which may be delegated to the post holder from time to time by the Principal or a senior leader acting on his/her behalf.

Employee Name:	Signature:	Date:
Line Manager Name:	Signature:	Date:

**Northern College**

**Person Specification**

**Outreach and Student Recruitment Officer**

<b>Category</b>	<b>Essential</b>	<b>Desirable</b>	<b>Means of Assessment</b>
<b>Knowledge and Experience</b>			
Proven experience of forming, developing and sustaining effective partnerships with community organisations.	x		Application / Interview
Proven experience of forming, developing and sustaining effective partnerships with statutory organisations e.g., Job Centre Plus, Local authority services, housing associations, schools.	x		Application / Interview
Experience of identifying and addressing potential barriers to accessing education for adults.	x		Application / Interview
Good working knowledge of support services and referral mechanisms for adults in areas such as employment support, mental health and wellbeing, careers information, advice and guidance.	x		Application / Interview
Up to date knowledge of education pathways for adults.	x		Application / Assessment
Experience of using online and social media to aid recruitment.	x		Application / Assessment
Up to date knowledge of adult education including funding and eligibility.		x	Application / Interview
Experience of using Microsoft Teams for communication and collaboration		x	Application
<b>Skills and Abilities</b>			
Competent in the use of ICT and Microsoft 365	x		Application / Assessment
Presentation skills - both face to face and online	x		Application / Assessment

Ability to work on own initiative displaying flexibility, creativity and proactivity.	x		Application / Interview
Ability to prioritise a varied workload and work to deadlines	x		Application / Interview
Proven ability to work effectively within a team	x		Application / Interview
Highly developed interpersonal skills with the ability to communicate effectively across a range of people and using a range of media	x		Interview
Excellent planning and organisational skills	x		Application / Interview
<b>Training and Education</b>			
Evidence of a commitment to Continuing Professional Development (CPD)	x		Application / Interview
English and Maths at Level 2 or above	x		Application
A relevant Level 4 qualification or relevant equivalent experience		x	Application
<b>Other Requirements</b>			
Demonstrate a positive professional approach along with enthusiasm and ability to be adaptable	x		Interview
Ability to travel to events, community groups and partnership organisations	x		Application
Commitment to student success	x		Interview
Commitment to professional standards	x		Interview
Willingness to work flexibly to meet the changing demands of the service including evening and weekend work as required	x		Application
High level of personal integrity and confidentiality	x		Application / Interview
An understanding of the importance of safeguarding (including the Prevent duty) and to creating a safe learning environment within the college	x		Interview

High level of commitment to the promotion of equality, diversity and inclusion	x		Interview
Commitment to the College's Strategic Ambition and values	x		Application / Interview