

Capital City College Group

Job Description and Person Specification

Post:	School Liaison Officer
Contract:	Permanent
Hours:	35 per week
Reporting to:	Head of Learner Journey
Responsible for:	School Liaison
Grade:	3/28
Salary:	£32,381 per annum

Key Purpose

The School Liaison Officers will work with the Marketing team and colleges to implement the groups' school liaison activities to support achievement of student recruitment targets.

Main Duties and Responsibilities

1. To be a main point of contact for feeder schools and agencies, providing a proactive service to include daily liaison, responding to and meeting requests to attend events, coordinating internal resources as required
2. To initiate and develop relationships with partner schools and influencer stakeholders, building a network of contacts both internal and external to the Group.
3. Production of materials to support the school's liaison activities
4. To coordinate and carry out school liaison activities, including delivering presentations at assemblies and attending events, providing information and IAG about the colleges and career options
5. Monitoring the effectiveness of school liaison, tracking and recording engagements with designated feeder schools, maintaining frequent, meaningful contact. Suggest improvements, providing monthly feedback to the Head of Learner Journey
6. Deliver a professional, personalised, friendly and consistent, customer-focused information and IAG service to prospective students and/or their influencers
7. Develop and maintain a comprehensive understanding of the courses, training services offered by the Group, and the framework of qualifications

8. Developing personal knowledge of education, employment and training opportunities available to students, particularly within London
9. To be a vigilant protector of the group's brand identities, encouraging compliance with brand corporate guidelines throughout all internal and external communication
10. Participate in college wide activities as required e.g. open days, enrolment etc.
11. To carry out such duties and responsibilities under the Health and Safety at Work Act (etc) 1974 and associated legislation as described in the Groups' Health & Safety policy documents.
12. Such other duties commensurate with the grade for the post as may reasonably be required, at the initial place of work or at other locations.
13. To ensure that confidential data or images are held and used in compliance with data protection legislation

N.B. This job description is designed to outline a range of main duties that may be encountered. It is not designed to be an exhaustive listing of tasks and can be varied in consultation with the post holder in order to reflect changes in the job or the organisation.

School Liaison Officer – Person Specification

Criteria	Essential	Desirable	Method of Assessment A – Application Form I – Interview P - Presentation
Qualifications & Experience		Educated to HND level or equivalent in English or a media, marketing, public relations or graphic design subject	A
		Experience of working in Careers/IAG in secondary education	
		Experience of producing copy for marketing purposes	A/I
		Level 3 IAG qualification	
	Thorough knowledge and high standard of competence in Microsoft Office applications (including accurate word processing and databases)		A/I
	A high level of communication skills including accurate copywriting		A/I
Personal Attributes	Evidence of commitment to own continuous professional development		A/I

	A flexible, adaptable and enthusiastic approach to work, with the ability to prioritise		A/I
	Ability and willingness to travel and work at all Group campuses		A
	Commitment to promoting equality and diversity in what we do		A
	Commitment to promoting safeguarding, health and safety and the learner voice		A/I
	Willingness to share tasks and responsibilities under pressure		A/I