

JOB DESCRIPTION

Post: Schools and Events Manager

Responsible To: Group Head of Marketing and Student Recruitment

Summary of Post:

To support the EKC Group Head of Marketing and Student Recruitment with the planning and implementation of a range of school events, experiences and activities which raise the profile of the Group, provide independent advice and guidance, and achieve targeted learner recruitment in each area of provision.

You will demonstrate high levels of professionalism with a passion for inclusion and develop relationships with local schools and community stakeholders to identify opportunities to promote the education pathways available across EKC Group's family of Colleges and Business Units.

Specific Duties:

1. Inform and implement the Group's Marketing and Recruitment Strategy and deploy successful events, experiences, and activities from ideation to execution.
2. Work with the Marketing Manager to ensure a cohesive approach is taken to delivering the objectives of the Marketing and Recruitment Strategy; ensuring value for money, clarity of message and protection of the Group's brand.
3. To lead and develop the Schools and Events team, ensuring clarity of accountability and line managing and motivating staff through the Group's performance and development process.
4. To maintain an excellent understanding of the Group's educational offering, and to stay informed of the trends and developments in the broader education sector.
5. Work with a range of internal and external stakeholders to coordinate an annual

calendar of events and activities to raise the aspirations and agency of young people and enhance routes into vocational education in support of the Group's student recruitment objectives.

6. Take ownership of the "visitor experience" across all the Business Units and wider Group; ensuring that visitors leave with a positive impression of the college.
7. Measure and report on the performance of events and engagements; gain insight and assess against goals. Evaluating and improving activities with possible solutions to fit within budgetary constraints.
8. Ensure effective internal communications between the Schools and Events team and wider Group staff teams and collaborate with key stakeholders and the Group's Marketing team to increase exposure.
9. To lead on the design and development of presentations, events, and workshops to promote opportunities at the Group in liaison with colleagues from across the Group
10. To proactively manage, review and enhance relationships with local schools and community stakeholders, ensuring the effective representation of the Group's family of Colleges and Business Units at events.
11. To work with school stakeholders to identify opportunities to deliver high-impact activities and experiences in addition to their annual careers events.
12. To work flexibly, sometimes outside of normal working hours, and be prepared to travel across the region to represent EKC Group.

General Duties and Responsibilities:

1. To participate in the staff support and development scheme and to undertake training based on individual and service needs.
2. To take a lead in creating or to promote a positive, inclusive ethos that challenges discrimination and promotes equality and diversity.
3. To comply with legislative requirements and College policies and guidelines in respect to health and safety and data protection.
4. To demonstrate positive personal and professional behavior as specified in the Staff Code of Conduct.
5. To undertake continuing professional development to support our

culture of continuous improvement.

6. To partake in quality assurance systems.
7. To meet minimum relevant occupational standards.
8. To keep up to date with the skills required to fulfil the role.
9. To undertake any other duties commensurate with grade as may be reasonably requested.
10. You will be responsible for protecting staff and learners from all preventable harm as per Safeguarding procedures.

Please note:

This job description is a guide to the work you will initially be required to undertake. It summarises the main aspects of the job but does not cover all the duties that the job holder may have to perform. It may be changed from time to time to meet changing circumstances.

It does not form part of your contract of employment and as your experience grows, you will be expected to broaden your tasks, suggest improvements, solve problems and enhance the effectiveness of the role.

	PERSON SPECIFICATION	Application	Interview	Shortlisting Weighting
Skills & Experience				
1.	Demonstrable experience in School Liaison, Careers or Event Management together with the potential and attitude required to continually learn	✓	✓	6
2.	Excellent co-ordination, communication, organisational and time management skills, working to tight timescales and effectively manage pressure	✓	✓	6
3.	Proven experience of developing and delivering engaging presentations, experiences and initiatives aimed at young people, with a clear passion for customer service	✓	✓	6
4.	Experience of developing and adjusting approaches and experiences as needed in response to collected data and other feedback	✓	✓	6
5.	Numerically literate, comfortable working with numbers, making sense of metrics and processing figures with spreadsheets, with an ability to collate and present reports that inform internal and external stakeholders at all levels and roles	✓	✓	4
6.	Experience of working with young people and a good understanding of the Government's widening participation agenda and the importance of social inclusion in education	✓	✓	4
9.	Ability to liaise and communicate effectively at all levels with a range of organisations and individuals	✓	✓	4
10.	Actively contribute to the College's Safeguarding and PREVENT practice, procedures, culture and ethos	✓	✓	6
Education				
1.	Maths Level 2 (e.g. equivalent to GCSE grade C / 4 or above)	✓		4
2.	English Level 2 (e.g., equivalent to GCSE grade C / 4 or above)	✓		4
3.	Relevant professional qualification at level 4 or higher	✓		4

Advice to candidates

This post is subject to an enhanced disclosure from the Disclosure and Barring Service.

In completing your application please draw attention to the extent to which you meet each of the criteria in the person specification marked as being assessed at application stage. Please use examples of where you have demonstrated the criteria with as much detail as possible to assist in the shortlisting process.

The shortlisting weighting indicates which criteria are the most important to the recruiting manager:

- 6 Minimum/critical - criteria which is essential for the role i.e. it would be extremely difficult for the person to carry out the role without already having these essential skills, experiences or qualifications.
- 4 Important - criteria that would be significant to the candidate being successful in the role. These may be skills, experiences or qualifications that have substantial meaning for the role but could be supported or taught on the job.
- 2 Other relevant - it would be great if the candidate had, but is not expected to be shortlisted.

Failure to meet all of the minimum/critical criteria would not necessarily preclude your application. Consideration will be given to experience and life skills. Continual Professional Development will be supported and encouraged.

Please be aware should we have a large number of applications for any of our roles we may complete the shortlisting of candidates based on the minimum/critical criteria only