

## JOB DESCRIPTION

**Post:** Schools and Events Assistant

**Responsible To:** Schools and Events

### Summary of Post:

Working under the direction of the Schools and Events Manager, Schools and Events Assistants will work to enhance the Group's relationships with local industry, local education providers and community stakeholders, helping to identify opportunities to raise the aspirations and agency of young people and amplify awareness of the education pathways available across EKC Group's family of Colleges and Business Units. Duties include collecting impact data, compiling reports on the effectiveness of events and liaising with agencies. Schools and Events Assistants work closely with other teams within the Marketing and Recruitment structure communicate across all departments in the Group. Community and Schools Liaison Officers promote routes into Further Education through events and activities in East Kent schools and within the community.

---

### Specific Duties:

1. Undertaking daily administrative tasks to ensure the functionality and coordination of the department's activities to deliver the objectives of the Marketing and Recruitment strategy.
2. Supporting Schools and Events officers in organizing events and projects
3. Support the gathering of important data on the success of events.
4. Update spreadsheets, databases and inventories with statistical, financial and non-financial information.
5. Support the development of visual and written materials and initiatives with the Schools and Events Officers and wider Marketing and Recruitment team to increase recruitment, including events, prospectuses, social and digital media and other promotional materials.

6. Assist in the organising of promotional events (recruitment, schools, conferences, industry shows etc.) and traditional and digital campaigns and attend them to facilitate their success.
7. Communicate professionally with stakeholders, target audiences and departments across the Group; developing trusting relationships.
8. Monitor and ensure the Group's internal and external publicity and promotional materials conform to the Group's brand guidelines.
9. To handle enquiries, communications and event bookings for EKC Group, ensuring excellent customer service (internal and external) throughout.
10. To support the delivery of a calendar of community and schools liaison activities as defined by the Schools and Events Manager, inclusive of presentations, events and workshops.
11. To maintain an understanding of the Group's educational offering.
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 & 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 & safety and data protection.
4. To demonstrate positive personal and professional behaviour 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.

	<b>PERSON SPECIFICATION</b>	<b>Application</b>	<b>Interview</b>	<b>Shortlisting Weighting</b>
<b>Skills and Experience</b>				
1.	Proven experience as an event management assistant or similar outward-facing role		✓	6
2.	A creative approach to events, publicity, engaging activities, student recruitment and developing experiential activities with a demonstrable customer-oriented approach	✓	✓	6
3.	Good understanding of office management approaches with an ability to problem solve and remain calm under pressure		✓	4
4.	Exquisite communication (verbal and written) and people skills, with experience working with young people	✓	✓	6
5.	Excellent administrative and organisational skills and attention to detail with a demonstrable ability to multi-task and adhere to overlapping deadlines	✓	✓	4
6.	Good knowledge of research techniques and databases		✓	4
7.	Excellent knowledge of MS Office, marketing computer software and online applications		✓	4

8.	Actively contribute to the Group'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.	At least one qualification at Level 3 or above (e.g. equivalent to grade C / Pass at A Level, Level 3 BTEC or above)	✓		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.