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| **School Liaison and Business Development Lead– Job Description** | **L:\Admin\Logo\TVCT Logo\Tees Valley Collaborative Trust logo.png** |

Reporting to the Head of Student Services

Grade Sixth Form Colleges’ Support Staff Pay Spine 17 - 20

Hours 37 hours per week, whole year

You will be responsible for daily line management of the team of School Liaison and Business Development Co-ordinators across both Prior Pursglove and Stockton Sixth Form College sites, ensuring that the delivery of an innovative and proactive Schools Liaison and Business Development service.

You will lead on either Level 3 or SEND liaison, to develop and maintain effective relationships with partner schools, prospective students and their parents in a specific geographical area. You will work under the direction of the Head of Student Services ensuring that project targets and outcomes for the student body are met.

Flexibility with regards to working hours is essential as some evening work will be required.

**Responsibilities and Duties**

**Line Management**

1. Responsible for identifying training for School Liaison staff under the new staffing structure and in identifying appropriate performance indicators.
2. Lead, manage, motivate and develop a team of staff.
3. Responsibility for developing new workflow processes associated with the new staffing structure.
4. Accountability for ensuring the accuracy of their team’s work through regular auditing.

**School Liaison**

1. Establish and maintain working relationships with local Head Teachers, relevant school careers advisers and other key staff related to the post. Build effective relationships with school contacts and delivery partners to maximise promotional opportunities and build essential links with both feeder schools and those that we require further relationship building to increase student enrolment numbers.
2. Recruit and coordinate a team of student ambassadors to assist in the promotion of the college at key internal and external events.
3. Devise creative and innovative ways that the College Faculty can maximise its exposure to students, parents and special schools with SEND and/or High needs across the borough.
4. Be responsible for planning and implementing a compelling events calendar that delivers tailored programmes of activities for target schools (which includes, but is not limited to: classroom presentations, assemblies, show and tell, careers events and workshops).
5. Lead on student enrolment and recruitment, including transition guidance for young people accessing the College at all times of the year.
6. Drive diary dates and activities which are led by highly engaging presentations/workshops, with support, input and co-delivery from subject specific practitioners.
7. Lead on assigning school engagement initiatives to subject specialist, and support in the preparation of resources, collating event materials etc, including digital interventions and science experiments.
8. To prepare and deliver presentations to external audiences such as Year 11 assemblies in Special Schools and ‘Alternative Education’ providers.
9. Help facilitate the Admissions processes by providing students and schools with essential application information and dealing with application enquiries to assist individuals in making appropriate choices.
10. Support the development and promotion of faculty recruitment events for different age groups, for example, Year 9 and 10 tasters, Open Evenings etc
11. Lead on the preparation and analysis of recruitment data and prepare reports on recruitment data and trends as requested by the Head of Student Services.
12. Work with the Marketing Manager and Head of Student Services to develop a specialised strategy for 16-18 and 19-24 students with SEN and provide PR to support in the creation and distribution of relevant marketing materials.

**Recruitment and engagement**

1. Achieve the identified KPI’s and targets for your area of delivery, relating to recruitment, conversion rates, success and progression.
2. Contribute to organising and delivering a coordinated and robust publicity and marketing campaign to target and recruit adult and young people in specific areas.
3. Work closely with Student Services and Marketing teams to share best practice and resource allocations to meet specific and operational and strategy needs

**Business Development:**

1. Horizon scanning to understand different opportunities that may exist for the College and actively promote the College across the borough, at a range of forums including the charity sector, school forums and local authority.
2. Maintain excellent relationship with alumni to increase referrals which benefit the College or enhance our standing in the community.
3. Develop and maintain expertise about the market to ensure that the Colleges programmes remain competitive.
4. Present and portfolio of programmes to external audiences, using a variety of routes including web, email, social media, telephone, client meetings, events, presentations and personal networking.

**Skills Centre and Outreach delivery**

1. Lead on and make a contribution to the running of the Skills Centre
2. Identify new outreach venues that are cost effective, accessible and conducive for learning and maintain a constructive collaboration with the current centres and employers.
3. Contribute to the health and safety audits and risk assessment plans in place for the Skills Centre and outreach venues.

This job description sets out the main responsibilities for the postholder, but is not intended to be an exhaustive list. Specific duties may change from time to time without changing the general nature of the post and the postholder is expected to be flexible in the range of responsibilities they undertake.

Signed …………………………………………………………………….. Dated ………………………..

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| **School Liaison and Business Development Officer – Person Specification** | **L:\Admin\Logo\TVCT Logo\Tees Valley Collaborative Trust logo.png** |

**Essential:**

* Holds, or is willing to work towards, the Level 4 in Information, Advice and Guidance
* Minimum of five subjects at GCSE level (grades A-C), or equivalent, including Maths and English
* A minimum of two year’s experience of working with mainstream schools, special schools, mainstream schools with SEN provision, or alternative providers
* Proven ability to build, maintain and develop strong working relationships with external organisations including business, industry and commerce
* Ability to meet project outputs and targets
* Ability to conduct IAG to groups or individuals
* Able to follow and enforce mandatory regulations
* Sensitivity, humour and pragmatism to deal helpfully with a wide variety of people, in particular, the ability to relate well with external providers
* Ability to communicate with a diverse range of students efficiently and maintain good working relationship with students
* The ability to use database systems and carry out analysis of data
* Proven excellent organisational and administration skills.
* Advanced Office software package skills
* Able to plan and prioritise own workload and those of others, work to deadlines and manage conflicting priorities.
* Able to lead, organise, manage, deploy and motivate others and demonstrate supervisory skills.
* Able to work on own initiative and as part of a team
* Self-confidence and maturity of outlook
* Ability to organise events.
* Tact, sensitivity and empathy
* A flexible approach to working hours

**Desirable**

* Working knowledge of different funding streams relevant to further education