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| **Job Description - School Liaison and Business Development Officer** |  |

Reporting to the Head of Student Services

Grade Sixth Form Colleges’ Support Staff Pay Spine 14-17

Hours 37 hours per week, whole year

Reporting to the Head of Student Services you will provide an innovative and proactive Schools Liaison and Business Development service, leading across a specific geographical area, developing and maintaining effective relationships with partner schools, prospective students and their parents. This individual will also be responsible for driving business development initiatives and outreach activities to enhance the college’s recruitment strategy, ensuring a diverse and thriving student body.

**Responsibilities and Duties:**

**School Liaison**

* **Build and maintain relationships**: Develop strong connections with local schools, including mainstream and SEN (Special Educational Needs) institutions, by engaging with headteachers, career advisers, and relevant staff members.
* **Coordinate promotional activities**: Organise and participate in school visits, meetings, and collaborative events to showcase the college's offerings to students and parents.
* **Plan and execute events**: Develop a calendar of engaging activities such as classroom presentations, assemblies, workshops, and careers events tailored to the needs of target schools.
* **Provide information and support**: Assist school staff with information about the college's curriculum, support services, and post-16 options, ensuring the college is presented as an accessible and appealing choice for all students.
* **Recruit and manage student ambassadors**: Support the recruitment and coordination of student ambassadors to assist in promoting the college at key internal and external events.
* **Support student enrolment**: Support student enrolment processes, including providing guidance to prospective students and their families throughout the year.
* **Collaborate with subject specialists**: Work alongside subject specialist teachers to create engaging activities, presentations, and workshops that encourage college applications.
* **Engage with SEN provisions**: Collaborate closely with SENCOs and other staff in SEN schools to ensure clear communication about the college’s support provisions for SEN students.
* **Assist in admissions processes**: Provide tailored advice and guidance to prospective students, parents, and staff regarding course options, entry requirements, and student life at the college.
* **Support faculty recruitment events**: Assist in the development and promotion of faculty recruitment events for different age groups, such as Year 10 and 11 tasters and open evenings.
* **Analyse recruitment data**: Contribute towards the preparation and analysis of recruitment data, preparing reports on trends and outcomes as requested by the Head of Student Services.
* **Develop targeted strategies**: Work with the Marketing Manager and Head of Student Services to develop specialised strategies for 16-18 and 19-24 students with SEN, providing PR support in the creation and distribution of relevant marketing materials.​

**Recruitment and Engagement**

* **Coordinate recruitment initiatives**: Manage student recruitment activities, including campus tours, information evenings, and outreach events, to attract prospective students.
* **Deliver presentations and workshops**: Develop and deliver engaging presentations and workshops to students, parents, and school staff, highlighting the college’s unique offerings and opportunities.
* **Implement targeted recruitment strategies**: Develop and execute recruitment strategies targeting both mainstream and SEN feeder schools to increase student applications and enrolments.
* **Monitor and adjust strategies**: Monitor and analyse recruitment data, adjusting strategies as needed to ensure key performance indicators (KPIs) related to recruitment, conversion rates, success, and progression are met.
* **Contribute to publicity campaigns**: Assist in organising and delivering coordinated publicity and marketing campaigns to target and recruit adults and young people in specific areas.
* **Collaborate with internal teams**: Work closely with Student Services and Marketing teams to share best practices and allocate resources effectively to meet specific operational and strategic needs.​

**Business Development**

* **Identify new opportunities**: Proactively identify and pursue new business development opportunities to expand the college’s profile and student base, focusing on establishing strong connections with forums including the charity sector, school forums, and local authorities.
* **Maintain alumni relations**: Cultivate and maintain excellent relationships with alumni to increase referrals that benefit the college or enhance its standing in the community.
* **Collaborate on promotional materials**: Work with the marketing team to create and distribute promotional materials (brochures, online content, etc.) tailored to the needs of different student demographics, including those from SEN backgrounds.
* **Explore partnerships**: Develop partnerships with local organisations, businesses, and community groups to broaden the college’s reach and develop opportunities for students.
* **Monitor trends and market conditions**: Stay informed about educational trends and market conditions to inform recruitment strategies and identify emerging opportunities for growth, ensuring college programmes remain competitive.
* **Develop retention initiatives**: Develop and implement initiatives to retain existing students and attract new ones, ensuring the continued success and reputation of the college.
* **Promote college programmes**: Present and promote the college’s portfolio of programmes to external audiences through various channels, including web, email, social media, telephone, client meetings, events, presentations, and personal networking.​
* **Adult Education Support**: Support the Adult Education Team to boost engagement and enrolment in adult courses through targeted outreach, community partnerships, and local network development.

**Outreach**

* **Plan outreach activities**: Plan and lead outreach activities aimed at raising awareness of the college’s educational offerings and services, including Adult Education provision.
* **Maintain outreach calendar**: Develop and maintain a calendar of outreach events, including school visits, workshops, and online engagement campaigns.
* **Partner with external organisations**: Collaborate with external organisations, local authorities, and special educational needs networks to create inclusive, accessible, and engaging outreach programs.
* **Utilise digital platforms**: Utilise social media, email campaigns, and other digital platforms to communicate with prospective students, parents, and schools.
* **Organise transition events**: Organise and support open days, transition events, and special programs for SEN students to facilitate a smooth transition from school to college life.​

**Additional Information:**

* This is a full-time role which requires the flexibility to work some evenings or weekends when necessary for outreach or recruitment events.
* A driving license and access to a vehicle may be required for school visits and outreach activities.

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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| **Person Specification - School Liaison and Business Development Officer** | A black background with blue text  AI-generated content may be incorrect. |

**Essential**

* Minimum of five subjects at GCSE level (grades A-C), or equivalent, including Maths and English
* Holds, or is willing to work towards, the Level 4 in Information, Advice and Guidance
* Proven experience in a liaison, recruitment, or business development role.
* Strong communication and interpersonal skills, with the ability to build relationships with a variety of stakeholders, including school staff, students, and parents.
* Knowledge of the education system, with an understanding of the needs of mainstream and SEN students.
* Ability to work independently and as part of a team, with strong organisational skills and the ability to manage multiple projects simultaneously.
* Ability to plan and prioritise own workload and those of others, work to deadlines and manage conflicting priorities.
* Proven excellent organisational and administration skills.
* Proficiency in using Microsoft Office Suite and social media platforms for outreach and engagement.
* The ability to use database systems and support in the analysis of data
* Passion for education and a commitment to promoting inclusive learning environments.
* Experience in or understanding of business development, outreach, and marketing strategies.
* Ability to meet project outputs and targets
* Ability to conduct Information Advice and Guidance to groups or individuals
* Proven problem-solving ability
* Demonstrate excellent communication skills
* A flexible approach to working hours

**Desirable:**

* Experience of working with mainstream schools, special schools, mainstream schools with SEN provision, or alternative providers
* Experience in marketing, business development, or recruitment within the education sector.
* Willingness to deal cheerfully with ad-hoc requests
* Creative thinking, with the ability to design innovative outreach initiatives.
* Understanding of local community dynamics and how to engage students from diverse backgrounds.
* Awareness of trends and challenges in the education sector, including changes in government policies or funding.

**Additional Information:**

* This is a full-time role with flexibility to work some evenings or weekends when necessary for outreach or recruitment events.
* Flexibility with regards to working hours is essential as some evening work will be required.
* A driving license and access to a vehicle may be required for school visits and outreach activities.