

JOB DESCRIPTION

Job Title:	Senior Schools Liaison Officer
Department:	Marketing and Admissions
Contract:	Permanent, Full-time
Salary Range:	£31,406 - £33,309 per annum
Salary Grade:	SS5
Report To:	Deputy Director – Student Recruitment and Outreach
Job Purpose:	<p>To identify and plan school/college liaison events and activities, to meet student recruitment targets.</p> <p>Manage relationships with our school partners and ensure all activity is collated within our contact manager, playing a key role regularly reporting school data including application/enrolment data and student sign ups.</p>
Main Duties & Responsibilities:	<ol style="list-style-type: none"> 1. To initiate, develop and facilitate relationships with schools and colleges ensuring teachers and Careers Officers are aware of the full range of courses available at UCB across all levels. 2. Organise, prioritise and attend UCB's attendance at school, college and UCAS events, including co-ordinating appropriate staff, literature, exhibition stands, transport and accommodation. This includes both HE and FE events. 3. Manage the Schools Liaison team ensuring the school events are evenly distributed whilst all Schools Liaison projects run smoothly and hit recruitment targets. 4. Provide monthly analysis on event sign-ups from school activities, conversion to open days and applications and annually final enrolment. This also includes reporting on application numbers from feeder schools. At key times reports will be required at more regular intervals. 5. Represent UCB at FE and HE recruitment events both locally and throughout the UK. 6. Identify and attend any professional associations/school networks and keep the School Liaison and wider Marketing team informed of developments within the sector.

7. To actively contribute and support with all recruitment and retention activities to drive FE and HE recruitment.
8. Lead on the organisation of our annual Teachers' and Advisors' Conference.
9. Provide interesting and effective presentations at external events. Critical messages to include the unique advantage of progressing from FE to HE at UCB. In addition, emphasising the wide range of career opportunities available within the sectors we serve and our employability centre Hired.
10. Develop and maintain databases of contacts to ensure accuracy.
11. Ensure regular and timely communication is disseminated to heads of year/careers officers within schools and colleges to promote recruitment events.
12. Support on the promotion and marketing of postgraduate courses both externally and internally. Responsible for liaising with postgraduate staff to ensure that literature and website content for postgraduate courses is accurate.
13. Ensure risk assessments are completed prior to all activities/events.
14. Commit to upholding the principles of Safeguarding and the PREVENT agenda.
15. Ensure practice is in line with the requirements of the General Data Protection Regulations.
16. Any other duties as required commensurate with the nature and grade of the post.



PERSON SPECIFICATION

Post:	Senior Schools Liaison Officer	<u>Weighted Criteria</u>
Experience:		
1	Experience within the further and/or higher education sector working within outreach and student recruitment.	X
2	Experience of planning and organising events.	
3	Experience of working with young people.	
4	Experience of managing and motivating a team.	X
5	Experience of building relationships with schools and colleges.	X
Skills & Abilities:		
6	Proven organisational skills with the ability to work accurately under pressure and to deadlines effectively managing conflicting priorities.	
7	Excellent written and verbal communication.	
8	Ability to deliver presentations to a large target audience.	
9	A high level of computer literacy including Microsoft packages, reporting tools and CRM software.	
10	Ability to analyse data to manage targeting, event planning and reporting.	X
Education & Qualifications:		
11	Educated to degree level	
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Training & Professional Development:		
16	Demonstrate commitment to continuous professional development and a willingness to participate in any training deemed necessary.	
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Other:		
21	Flexible approach to work. The post will involve some evening and weekend events, inclusive of overnight stays and travel away from home.	
22	An understanding of the diverse markets that UCB operates in, and an understanding of, and empathy for the challenges that different student groups may face in participating in higher education	
23	Possess a full, clean driving licence	
24	An understanding of the principles of Safeguarding and the PREVENT agenda in the context of further and higher education.	
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