

# Job Description and Person Specification



## Marketing Events & School Liaison Officer

<b>Salary:</b>	<b>£26,130 - £27,721pa inclusive</b>
<b>Hours:</b>	<b>36 hours per week</b>
<b>Leave:</b>	<b>25 days per annum Plus public holidays plus up to 3 days Christmas efficiency closure</b>
<b>Responsible to:</b>	<b>Head of Marketing</b>
<b>Location:</b>	<b>This post will be based at the Main Isleworth Campus, however regular travel to our Skills + Logistics Centre in Feltham will be required.</b>

**The purpose of this post:** is to proactively promote the college and student successes through a range of innovative promotional activities and events, using a variety of media channels. The post-holder will work with staff, students and stakeholders to position the college as an exciting and vibrant place to study.

### **The main duties and responsibilities are to:**

1. Originate, develop and implement an exciting and responsive events and school liaison plan across all marketing and publicity platforms.
2. Develop strong internal and external relationships which extend to schools and community groups across the London Borough of Hounslow and wider London area.
3. Work with students, staff and College managers to plan, organise and attend college open days, tours, taster days, award ceremonies, "keep warm" activities and other events.
4. Track visitor numbers, evaluate successful event activities and plan improvements for future events.
5. Attend school and external events, giving presentations/talks/advice as required.
6. Be constantly on the look-out for new ways to engage with prospective students and our wider audiences, particularly through regular and incisive environment scanning and competitor analysis.
7. Develop and implement a recruitment and engagement strategy to increase the number of college alumni.
8. Promote a positive image of the college in all contacts with students, employers and professional bodies.
9. Attend college events in order to create engaging stories and capture strong photographic images for press releases, the website, social media and other marketing material for both our internal and external audiences.

10. Actively promote student success through maintaining a file of successful student case studies across all curriculum areas, including photographs and copy for use in a variety of marketing material throughout the college.
11. Develop the content and source images for the college's termly magazine, working closely with the Graphic Designers to ensure that print and issue deadlines are met.
12. Provide the Head of Marketing with regular, detailed activity reports, including key metrics and performance measures.
13. Carry out any other comparable duties which may from time-to-time be required.
14. Adhere and comply with the college Financial Regulations.
15. Undertake additional duties at enrolment times and other times as required, including occasional evening and weekend work.

**Generic Duties:**

16. Attend and Participate in College meetings as necessary and actively promote college policies.
17. Follow strictly the requirements of the College's health and safety policy and comply with the College financial regulations.
18. Participate in staff development activities and undertake further training as part of your continuing professional development.
19. Work flexibly in order to satisfy the organisational needs, including enrolment and occasional evening or weekend work.
20. Maintain confidentiality of information acquired in the course of undertaking duties relating to staff, students, and visitors, and adhere to the College's Data Protection Policy and the Data Protection legislation.
21. Uphold and promote College policies, procedures and controls, including the College's Equal Opportunities policy and promoting those specifically applicable to this area of work.
22. Promote a positive image of the College in all contacts with staff, students, visitors and contractors.
23. Carry out other reasonably comparable duties that may be required from time to time.

# Person Specification

Please study the items in this person specification carefully and when completing your application form try to describe your knowledge, skills and experience in terms of those particular items:

1. Educated to degree level (essential)
2. Marketing, Journalism or PR qualification (not essential).
3. Relevant experience working in a marketing, events or PR role.
4. Experience of successfully organising high profile events, demonstrating good organisational and administrative skills.
5. Strong IT and digital skills, Microsoft Office, experience updating and maintaining websites, experience of creating electronic campaigns and online newsletters using email platforms such as Campaign Monitor or Mailchimp.
6. Excellent written communication skills with the ability to write creative, clear, accurate and succinct copy that gets results
7. Excellent interpersonal skills and the ability to communicate effectively at all levels and with different people, both internal and external to the college. i.e. students, school students, employers, parents, college staff, management, the media and VIPs.
8. Ability to prioritise a heavy and varied workload and meet tight deadlines whilst maintaining a professional work ethic and high quality standards.
9. Ability to take high quality digital photographs with an eye for detail and design, demonstrating that a good picture can tell a thousand words
10. To be a proactive and enthusiastic self-starter with lots of energy, confidence and ideas
11. Demonstrate good teamwork skills.
12. Be able to attend evening and weekend events (with time off in lieu).
13. A full driving licence/access to a car is desirable
14. Be willing to undertake training and development as required within the role
15. Possess a Literacy and Numeracy qualification at Level 2
16. Have an awareness and understanding of equal opportunities.
17. Have an awareness and understanding of Safeguarding, Prevent and how to embed these into the curriculum
18. Possess appropriate IT skills relevant to the post, or be willing to undertake training.

**Equality and diversity**

West Thames College champions excellence, integrity, equality and respect.

This means we aspire to the highest achievements for our students and the best possible working environment for our staff.

The whole college community - women and men, younger and older, from different social and ethnic backgrounds, a variety of faiths, cultures and languages, lesbian, gay and straight, disabled and non-disabled – we are all treated with the same respect and entitled to the same chances to succeed.

We champion diversity because we know that a rich mix of people makes the college a more productive and creative place to study and work.

And we champion equality because it is the right thing to do.

**Closing date:** 23<sup>rd</sup> May 2021

**Reference No:** 6MAC003

**Interview date:** 2<sup>nd</sup> June 2021

# Conditions of Service

<b>Contract:</b>	Permanent Full time
<b>Salary:</b>	<p>£26,130 - £27,721pa inclusive</p> <p>Please note the salary range for this post is points 29-31 on the Support Staff scales.</p> <p>Progression up the incremental pay scale is automatic and awarded on 1 April annually.</p> <p>New entrants are placed on point 29</p> <p>Where there is evidence of current earnings in excess of point 29, the applicant may be placed at the salary point higher than their current salary</p>
<b>Pension:</b>	Staff are entitled to participate in the Local Government Pension Scheme subject to its terms and conditions.
<b>Annual Leave:</b>	25 days per annum plus public holidays plus up to 3 days Christmas efficiency closure
<b>Hours:</b>	36 hours per week
<b>Probation:</b>	<p>Employees who commence their employment between 1 September and 31 May inclusive will be subject to 26 weeks probation before their employment can be confirmed as permanent.</p> <p>Employees, who commence their employment between 1 June and 31 August, and those with term time only contracts, will be subject to 36 weeks probation period before their employment can be confirmed as permanent.</p> <p>The extended period of probation is ensure that there is an adequate period of "normal" working during which to provide support and assess an employee's performance.</p>
<b>Disclosure</b>	The post will be offered subject to an enhanced Disclosure satisfactory to West Thames College which will be conducted by the Disclosure and Barring Service.