

Job advert UTC South Durham

Student Recruitment Officer

Preparing students for outstanding STEM careers

NOR: up to 600 | **Age range:** 14-19 | **Start:** January 2020 or sooner if possible

Salary: Based on NJC Local Government new pay scale **Pt 17-21**
£23,836-£25,801 37 hours, Whole Time Contract



Can you help support our students to success?

University Technical College South Durham opened in September 2016 and is the first UTC in the North East. With a focus on advanced manufacturing and engineering it is located at the heart of Aycliffe Business Park, County Durham. We provide an excellent education for 14-19 year olds, encompassing real, relevant workplace experience in partnership with world-class companies and have recently been graded 'Good'.

We have created an innovative education establishment and it is vital that students and parents across the region know that the UTC is open to them and understand the focus and quality of the education we offer. As part of the marketing team you will focus on implementing and supporting the delivery of the student recruitment programme that is managed by the Vice Principal responsible for Marketing and Recruitment.

You will ideally have experience of student recruitment, be fully aware of the education sector and have a good understanding of where the UTC fits into the educational landscape. You will be able to build positive relationships with students, staff and parents. Your excellent communication skills will ensure that you sell the UTC and work well with other schools, sponsors and employer partners.

Our founding sponsors, the University of Sunderland, Hitachi Rail Europe and Gestamp Tallent are committed to creating an outstanding school and sixth form that will provide a talented young workforce for companies in the North of England. If you have the expertise and commitment to make a life-changing impact on our students then we'd like to hear from you.

We are an equal opportunities employer and we are committed to safeguarding and promoting the welfare of children.

Closing date: 12.00noon 11th November | **Interviews: planned for Tuesday 19th November 2019**

To arrange an informal discussion, please email:
Catherine Purvis-Mawson, Vice Principal
catherine.purvis-mawson@utcsouthdurham.org

Further information and application form
downloadable from:
www.utcsouthdurham.org/vacancies

No agencies please.



**University
Technical
Colleges®**

Job Description

Student Recruitment Officer

Job title:	Student Recruitment Officer
Employer:	The Durham UTC Ltd
Responsible to:	Vice Principal, Business Engagement and Marketing
Salary:	Based on NJC Local Government new pay scale Pt 17-21 £23,836-£25,801 37 hours, Whole Time Contract

The Student Recruitment Assistant is responsible for supporting the delivery of the UTC's strategic recruitment and marketing plan. It is a role that requires a clear understanding of the UTC's ethos and values. The role involves: selling the UTC through external school assemblies, careers events and any community events, leading on the delivery of internal open evenings, arranging events, updating the website and social media pages, seeking out and writing up news worthy content, coordinating printed marketing materials, supporting specific campaigns and providing administrative support.

As part of a core support team you will provide the services below:

1. Recruitment and Marketing duties:

- To represent the UTC extensively at external school events, including school assemblies, careers and community events, to promote and sell the UTC offer
- To give accurate information, advice and guidance to prospective students about courses and the UTC student experience
- Deliver high quality presentations about the UTC to a wide variety of audiences
- Plan, deliver and evaluate workshops and holiday clubs that showcase the UTC to ensure conversion and retention
- To deliver an internal recruitment programme
- To liaise with the UTC Careers Leader to ensure that a network of relationships is continually built upon
- Ability to plan and prioritise multiple tasks/projects including internal and external taster days and induction days for new students
- Building up relationships with prospective families and maintaining contact with them
- Working toward a set of KPI's to ensure targets are met
- Seeking out and writing content for social media, press releases and website about the UTC ensuring that the organisations key marketing messages are included
- Posting social media messaging on all platforms regularly throughout the week and assist in digital communications and social media by implementing content schedules
- Working within the marketing team to continue to develop and maintain the UTC website and in the delivery of engaging content
- Develop marketing materials that can be used internally and externally to promote and raise the brand of the UTC
- Assist in the creation of the following print materials; brochures, leaflets, banners, business stationery and ads, and the collation of all data and imagery needed for print purposes
- Support the implementation of marketing and design strategies for specific campaigns and keeping up to date with the annual marketing plan. This may include

brochures, web site and digital products, student recruitment events, stationery, presentations, PR and coordinate internal communications

- Building, maintaining and increasing the reputation of the UTC in the current market

2. Coordination

- Co-ordinate the manufacture of marketing materials with external bodies –suppliers, agency, print and distribution
- To be involved in the organisation, and delivery of on and off site recruitment events including UTC Open Events
- Managing the recruitment and dynamic news section of the school's website, ensuring information is accurate and up to date
- Liaising with subject leaders to plan their contribution to recruitment events
- Recruit and train a team of student ambassadors to support with the delivery of recruitment activities
- Communicating with students and their parents about the recruitment programme
- Coordinate with internal services such as caretaking, catering and admin regarding events
- Ensuring that key events are promoted throughout the academic year

3. Networking

- Establish and developing links with schools, Colleges and careers leads
- Building a network of alumni who can help with the recruitment programme
- Work collaboratively with the Careers Lead and Business Engagement Manager to optimise links with schools and colleges
- Establish constructive, professional relationships and communications with other agencies and professionals on behalf of the UTC

4. Supporting within the organisation

- To analyse recruitment data to support Leadership decision making
- Support the safeguarding activities of the UTC
- Promote the UTC's values with staff, students and external agencies
- Treat students as young adults, show them respect and earn theirs
- Promote the Workplace Skills through discussion with students and by demonstrating them in a professional approach
- Work with the Principal and SLT to critically evaluate the UTC's performance and influence change
- Contribute to the CPD of other staff using own expertise and seek opportunities to develop personal knowledge and skills
- Be efficient with resources and mindful of waste to ensure value for money

5. Additional duties

- Act with integrity and ensure a high standard of care and safeguarding for all our students
- Be aware of and comply with health and safety rules and legislation, ensuring the safety of students and staff at all times
- Appreciate and support the role of other staff
- Actively support Teaching and Learning
- Contribute to the overall ethos/aims and mission of the UTC

- Act in compliance with data protection legislation in respecting the privacy of personal information
- Comply with the principles of the Freedom of Information Act 2000 and GDPR in relation to the management of UTC records and information
- Undertake additional duties as may be reasonably directed by the Principal where they meet the priorities of the UTC

Person specification

Student Recruitment Officer

Training and qualifications	Essential	Desirable	Evidence
Appropriate level three qualification	√		Sight
Degree or equivalent		√	Sight
Undertaken relevant CPD	√		Application

Experience	Essential	Desirable	Evidence
Experience of working in a school or educational environment		√	Application/reference
Experience of dealing with a wide range of stakeholders to develop and maintain effective relationships	√		Application/reference/ interview
Experience of working in a customer service led industry		√	Application/reference/ interview
Experience of advising, guiding, coaching young people		√	Application/reference/ interview
Previous experience of conducting risk assessments		√	Application/reference/ interview

Professional knowledge and understanding	Essential	Desirable	Evidence
Good knowledge of education recruitment landscape	√		Application/reference/ interview
Ability to establish and develop professional and effective relationships with adults and young people	√		Application/reference/ interview
Effective ICT and organisational skills	√		Application/reference/ interview
Ability to work using own initiative with minimal supervision	√		Application/reference/ interview
Good understanding of effective marketing communications online and in print		√	Application/reference/ interview
Knowledge of events management		√	Application/reference/ interview
Experience of sales techniques		√	Application/reference/ interview

Personal qualities and skills	Essential	Desirable	Evidence
Honesty, integrity and professionalism	√		Reference/interview
Excellent interpersonal skills and builds positive relationships with staff, students, business and all stakeholders	√		Reference/interview
Able to organise, prioritise and meet deadlines	√		Reference/interview
Work efficiently and accurately	√		Application/reference/interview
Outstanding presentation skills	√		Application/reference/interview
Outstanding communication skills both written and oral	√		Application/reference/interview
Possess the energy and drive to motivate staff	√		Reference/interview
Able to work as part of a wider team with a flexible approach to the role	√		Reference/interview
Able to respond calmly to challenging situations and demonstrate stamina and resilience	√		Reference/interview
Willingness to take on responsibilities beyond previous experience with suitable support	√		Application/reference/interview
Flexible approach to working pattern with evening and weekend working required	√		Application/reference/interview
Absolute commitment to the UTC ethos and attitude towards students as young adults	√		Application/reference/interview
Committed to equality and diversity	√		Application/reference/interview

Special requirements	Essential	Desirable	Evidence
No adverse criminal record	√		DBS check
Full driving licence with access to a car to use for work purposes		√	
Two satisfactory references from current and previous employers	√		

UTC South Durham is committed to safeguarding and promoting the welfare of children and young people. We expect all employees and volunteers to share this commitment.