**Student Recruitment Coordinator**

**Service Area/Centre: Marketing**

**Hours: 37 hours per week / 52 weeks per year**

**Salary: Business Support point 18 – 21**

**Reference Number:**

**Responsible to: Recruitment, Engagement and Events Manager**

**The Position**

The new Marketing Directorate at Blackburn College is driving growth through the delivery of a new transformative marketing strategy focusing on recruitment, relationships and reputation. We will deliver a new annual omni-channel campaign structure across further, higher, apprenticeship and adult markets delivering exceptional experiences for our prospective students.

The new Student Recruitment Coordinator will support the delivery of the college’s external engagement with local schools, colleges and the wider community.

**Main duties and responsibilities:**

1. To work with the Recruitment, Engagement and Events manager and Curriculum teams to design, deliver and evaluate the annual Schools and Colleges Plan and calendar of activities
2. To deliver the Student Recruitment Offer in Schools and Colleges to promote all areas of Blackburn College as a first choice destination of study
3. To plan; design resources; prepare materials and workshops and deliver a variety of in-School/College activities including workshops, class-based sessions, assemblies and one to one appointments and drop ins
4. To maintain and enhance positive relationships with Schools and Colleges as well as with potential students, Careers Advisors, Heads of Year and other third parties in order to promote positive engagement and support the achievement of College recruitment targets
5. To work with Schools, Sixth Forms and Colleges to raise awareness of Blackburn College curriculum and career/progression routes and work with wider members of the Marketing team to promote activities through a range of channels including e-mail marketing and social media.
6. Coordinate and plan an annual diary of events and manage diaries and in-School appointments accordingly – this includes evening work
7. To be proactive and use applications, conversions and student recruitment data to implement interventions and strategies to support recruitment targets
8. To keep up-to-date with messaging and key reasons to choose Blackburn College to ensure prospective students receive consistent messaging throughout the initial stages of their student journey
9. To maintain a thorough and up-to-date knowledge of the breadth of the College’s offer including A-Levels, Apprenticeships and Traineeships, Vocational and Technical courses and Degree-level study
10. Be an ambassador for Blackburn College and promote education more generally helping young people to aspire to be the best they can be and achieve their full potential
11. To act as a link between Schools and the Marketing Team/College ensuring potential new students ‘attitudes, interests, opinions and in-School research feeds into Marketing campaigns
12. Explore new ways to engage with Schools and Colleges in order to support the achievement of student recruitment targets
13. Support colleagues at a range of recruitment events including: Open Events, Enrolment, Parents’ Evenings etc.
14. Undertake continuous professional development as necessary to keep up to date with initiatives and practice and complete mandatory training.
15. To positively contribute to a safe learning and work environment ensuring compliance with Health and Safety and Safeguarding Policy and procedure.
16. Any other duties commensurate with the post

All staff have a contribution to make to the way of which we engage with prospective and existing students, which is implicit in our vision, missions and goals and which places students at the centre of what we do.

Therefore, all staff are expected to contribute to support colleagues who may have more day to day contact with learners. These include supporting key processes which enhance students’ experience e.g. attendance at promotion activities and open events, supporting student admissions, enrolment, induction, provision of reception cover, invigilation and graduation events. These activities are not exhaustive and may vary from time to time.

You should note that this job description is intended as a general guide to the duties attached to the post and is not an inflexible specification. It may therefore be altered from time to time to reflect the changing needs of the College, always in consultation with the post holder.

Date: December 2022