



Job Description

School Liaison Officer

Role Specific

1. Promote/raise awareness of Nelson & Colne College Post-16 education (A Levels, Vocational qualifications and Apprenticeships) to students in key feeder schools within the key catchment area, representing the brand at all times and supporting students in making appropriate choices for their next step.
2. Coordinate the delivery of an effective school events calendar (from classroom presentations and assemblies, to careers events and workshops), to support recruitment and transition advice and guidance; organising diary dates, delivering engaging presentations/workshops, ensuring appropriate staffing, preparing resources, collating event materials, etc.
3. Build effective relationships with key school contacts and delivery partners to maximise promotional opportunities and build essential links with the schools.
4. Work with curriculum sections as a school link person to build connections, provide experience opportunities to school students, and help facilitate and enhance the schools liaison delivery.
5. Support delivery sessions internally, as appropriate/required, to support students' skills development, broader college experience and career progression.
6. Play a lead role in the development and promotion of college recruitment events for different age groups, for example, Year 10 tasters, New Student Days, Open Days, etc. and take responsibility for the effective communication and recruitment to these events via the schools.
7. Play a key role at interview evenings as the college's Post-16 lead and school rep, supporting individuals and ensuring excellent advice and guidance is given, appropriate course offers are made, and that the overall customer experience is positive.
8. Promote the college's 'school links' offer in schools (14-16s), providing information, facilitating applications, and liaising with college reps to coordinate the overall schedule.
9. Support with the internal progression process, providing tutorial support and appropriate advice and guidance.
10. Play a key role as part of the working group for the college's full time enrolment process, ensuring a key presence and support for new school leaver enrollers and ensuring effective processes are in place to support the smooth transition to joining college.
11. Help facilitate the Admissions process by providing students and schools with essential application information and dealing with application enquiries to assist individuals in making appropriate choices.
12. Support with the development of appropriate materials and website information to support careers advice and guidance and the transition from school to college, for school leavers and parents.
13. Play a lead role in the delivery and development of the School Ambassador schemes to facilitate schools liaison and marketing delivery.
14. Review, monitor and evaluate on a regular basis the effectiveness of the Schools Liaison delivery.
15. Support the broader Marketing team with any other duties as required.





College Responsibilities

1. Share the College's Vision, Mission, Values, Behaviours and communicate them effectively
2. Participate in Staff Review and Professional Development activities and be actively involved in the College's culture of high expectation.
3. Value diversity and promote equality
4. Engage in marketing activities and liaison with employers and the wider community in line with College strategies
5. Contribute to cross-college events
6. Adhere to College policies and procedures including health and safety
7. Ensure good communication at all levels
8. Be responsible for safeguarding and promoting the welfare of children, young people and/or vulnerable adults
9. Any other duties that the Principal considers appropriate





Person Specification	School Liaison Officer
	Essential / Desirable
Qualifications and Attainments	
Degree Level Qualification in a relevant field	Essential
PGCE	Highly Desirable
Training, Experience and Knowledge	
Experience of delivering engaging presentations	Essential
Experience of developing effective relationships/partnership working	Essential
Experience of developing promotional / information materials	Essential
A good understanding of education and career information	Essential
Experience working with young people	Essential
Experience representing a brand in an outward facing role	Essential
Experience of successfully working in an education or training context	Highly Desirable
Experience in the promotion of education/training	Highly Desirable
Personal Skills and Attitudes	
Excellent communication and interpersonal skills	Essential
Ability to work under pressure and to tight deadlines	Essential
Display initiative, be positive and enthusiastic	Essential
Good copywriter/proof reader	Essential
Ability to work independently	Essential
Excellent organisational and administrative skills	Essential
Excellent IT skills	Essential
Willingness to work flexible hours including evenings	Essential
Good attention to detail and commitment to quality	Essential
Demonstrate a commitment to equality and diversity, customer service and quality assurance	Essential
Be a team player	Essential
Demonstrate a commitment to the process of continuous review and improvement	Essential
Suitability to work with children young people and/or vulnerable adults	Essential
Driving licence and access to own transportation	Essential

