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| **Job Description - School Liaison and Business Development Lead** | A black background with blue text  AI-generated content may be incorrect. |

Reporting to the Head of Student Services

Grade Sixth Form Colleges’ Support Staff Pay Spine 17 - 20

Hours 37 hours per week, whole year

The School Liaison and Business Development Lead will manage a team of coordinators across both college campuses, driving proactive outreach to schools, prospective students, and their families. In this role, you'll oversee student recruitment, engagement, and course promotion while fostering strong relationships with local schools and the broader community. You will ensure project targets for student enrolment and engagement are met and support the business development of adult education programs when needed.

You will lead school liaison activities across all educational levels, including Level 2, Level 3, and Alternative Provision (including SEND), while working closely with the Head of Student Services to achieve recruitment and engagement goals. Your role is central to promoting the college’s mission and driving student success.

**Responsibilities and Duties**

**Leadership & Management**

* **Team Leadership & Performance:** Lead, manage, and motivate a team of School Liaison/Business Development Coordinators across both college campuses, ensuring high levels of performance and engagement.
* **Training & Development:** Identify team training needs and establish performance indicators to ensure effective service delivery.
* **Process Improvement:** Develop and implement workflow processes that improve the team’s efficiency and streamline operations.
* **Quality Assurance:** Conduct regular audits of the team’s work to ensure consistency, accuracy, and quality across all activities.

**School Liaison & Relationship Building**

* **Relationship Building & Outreach:** Build and nurture strong, long-term relationships with local Head Teachers, careers advisers, and key school staff to promote the college’s offerings and establish regular engagement opportunities.
* **Student Ambassador Management**: Oversee the recruitment and management of student ambassadors for internal and external events, ensuring they represent the college effectively.
* **Event Planning & Collaboration:** Collaborate with the Head of Student Services and School Liaison team to create and implement a balanced calendar of engaging events (such as classroom presentations, assemblies, and career workshops) tailored to Level 2, Level 3, and SEND students.
* **Student & Parent Support:** Ensure exceptional support for students and parents throughout the transition process, working closely with feeder schools and organisations to provide seamless communication and information sharing.
* **Engagement Activity Development:** Develop and drive school engagement activities, including those led by subject-specific practitioners, ensuring each activity aligns with recruitment and outreach goals.
* **Marketing & Communication:** Partner with the marketing team to ensure all promotional materials, presentations, and communications are of high quality, accessible, and tailored to diverse student needs, including mainstream, SEND, and alternative education students.
* **Innovation & Technology:** Stay updated on technological advancements and new outreach methods to enhance the effectiveness of engagement activities.
* **Admissions Support:** Support prospective students and their families through the entire admissions process, ensuring they are fully informed and guided every step of the way.
* **Enrolment & Data Management:** Work closely with the College Data Lead to oversee the administrative processes for student enrolment and applications, ensuring a smooth and efficient journey from initial interest to enrolment.
* **Faculty Recruitment Events:** Organise and support faculty recruitment events such as Year 10/11 taster sessions, Open Evenings, and other promotional activities, ensuring they effectively showcase the college’s academic offerings and student experience.
* **Recruitment Analysis & Strategy:** Regularly track, analyse, and report on recruitment data, identifying trends and providing insights to inform future recruitment strategies.
* **Inclusive Marketing:** Collaborate with the Marketing Manager and Head of Student Services to create targeted marketing materials and strategies for SEN students, ensuring that these resources are inclusive and accessible.

**Recruitment & Student Engagement**

* **Recruitment & KPI Management:** Meet or exceed KPIs related to student recruitment, conversion rates, success, and progression.
* **Application Management:** Monitor application submission rates and develop strategies to increase completed applications while reducing drop-offs throughout the process.
* **Marketing Campaign Contribution:** Contribute to marketing campaigns aimed at recruiting young people and adults in key target areas, ensuring alignment with overall college goals.
* **Cross-Department Collaboration:** Work closely with Student Services and Marketing teams to align resources, share best practices, and ensure effective collaboration across departments.
* **Progression Pathways:**  Partner with careers teams to foster relationships with universities, further education providers, and employers, creating clear progression routes for students through joint initiatives such as taster days, workshops, and work placements.
* **Conversion Rate Monitoring:** Monitor conversion rates from open days, taster sessions, and school visits, ensuring that prospective students are effectively supported through the application process.
* **Retention & Support Strategies:** Focus on strategies to increase both recruitment and student retention, working with department heads to provide personalized support and maintain consistent communication throughout students' college journeys.
* **Digital Recruitment Expansion:** Lead efforts to expand digital recruitment, including social media engagement, online webinars, virtual tours, and digital campaigns aimed at reaching a broader audience of prospective students.
* **Data-Driven Recruitment Improvement:** Gather and analyse data and feedback from students, parents, and stakeholders to continuously improve recruitment strategies and ensure ongoing success.

**Business Development & Strategic Partnerships**

* **Business Development Opportunities:** Proactively explore and identify new business development opportunities for the college, including potential collaborations with local authorities, charities, community organisations, and other educational institutions.
* **Alumni Relations:** Maintain strong, ongoing relationships with alumni to leverage their network for referrals, mentorship, and to enhance the college’s reputation.
* **Competitive Landscape Monitoring:** Regularly monitor the competitive landscape to ensure that the college’s programs remain relevant, attractive, and aligned with industry needs.
* **Stakeholder Promotion:** Use a variety of methods (events, social media, meetings, etc.) to present and promote the college’s programs to key external stakeholders, ensuring maximum visibility and interest.
* **Industry Partnerships:** Establish and maintain relationships with local businesses and industries to create opportunities for work placements, apprenticeships, and industry-specific training programs, ultimately enhancing student employability.
* **Adult Education Engagement:** Support the Adult Education Team to boost engagement and enrolment in adult courses through targeted outreach, community partnerships, and local network development.
* **Alumni Engagement for Recruitment:** Engage alumni in college activities, including mentoring, networking, and career support initiatives, while encouraging them to refer potential students to the college to boost recruitment efforts.

**Additional Information:**

* This is a full-time role which requires the flexibility to work some evenings or weekends when necessary for outreach or recruitment events.
* ~~Flexibility with regards to working hours is essential as some evening work will be required.~~
* A driving license and access to a vehicle may be required for school visits and outreach activities.

This job description sets out the main responsibilities for the postholder, but is not intended to be an exhaustive list. Specific duties may change from time to time without changing the general nature of the post and the postholder is expected to be flexible in the range of responsibilities they undertake.

Signed …………………………………………………………………….. Dated ………………………..

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| **Person Specification - School Liaison and Business Development Lead** | A black background with blue text  AI-generated content may be incorrect. |

**Essential:**

* Proven experience in an education, liaison, marketing or business development role.
* Experience in managing a small team and fostering a positive, collaborative environment.
* Holds, or is willing to work towards, the Level 4 in Information, Advice and Guidance and have the ability to conduct Information Advice and Guidance to groups or individuals.
* Minimum of five subjects at GCSE level (grades A-C), or equivalent, including Maths and English
* Strong communication and interpersonal skills, with the ability to build relationships with a variety of stakeholders (students, schools, parents, and staff).
* Excellent organisational and project management skills, with the ability to prioritise tasks and manage multiple projects simultaneously.
* Ability to work with data to analyse student numbers and the effectiveness of recruitment strategies.
* Strong presentation skills, comfortable speaking to groups of varying sizes.
* Ability to use (or willingness to learn) social media platforms and CRM tools for outreach and engagement purposes.
* Good digital literacy, including proficiency in Microsoft Office Suite, and data management tools.
* Proven ability to build, maintain and develop strong working relationships with external organisations including business, industry and commerce
* Sensitivity, humour and pragmatism to deal helpfully with a wide variety of people, in particular, the ability to relate well with external providers
* Ability to communicate with a diverse range of students efficiently and maintain good working relationship with students
* Able to plan and prioritise own workload and those of others, work to deadlines and manage conflicting priorities.
* Able to lead, organise, manage, deploy and motivate others and demonstrate supervisory skills.
* Able to work on own initiative and as part of a team.
* A flexible approach to working hours

**Desirable**

* A good understanding of the educational landscape, particularly regarding Sixth Form Colleges and further education.
* Experience in planning and executing marketing and outreach campaigns and organise events.
* Experience of working with mainstream schools, special schools, mainstream schools with SEN provision, or alternative providers
* Familiarity with admissions processes, recruitment trends, and marketing techniques for educational institutions.
* Creative thinking, with the ability to design innovative outreach initiatives.
* Ability to mentor and develop team members to reach their full potential.
* Understanding of local community dynamics and how to engage students from diverse backgrounds
* Awareness of trends and challenges in the education sector, including changes in government policies or funding.
* Working knowledge of different funding streams relevant to further education