

Rochdale
sixth form
college

JOB DESCRIPTION:

Communications & Schools Liaison Coordinator



Job Description

Job Title:	Communications & Schools Liaison Coordinator
Reports to:	Assistant Principal
Remuneration:	Appointment will be made on the nationally agreed Sixth Form College Support Staff pay spine based on qualification and experience. The salary for this post is £23,170 - £25,445, Points 29 – 32 on SFCA Support Staff pay spine.
Contract:	Full Time – Permanent – 37 hrs per week - (The post holder may be required to work a proportion of the contracted hours in the evening through attendance at college and partner schools' events)
Start Date:	Immediate

Overall Purpose of the Post

- To liaise with partner schools and lead on the planning, development and implementation of transition activities and events
- To coordinate the production of all offline and online external communication and branding in line with the College's marketing and PR strategy
- To coordinate the delivery of internal and external stakeholder events

Key Duties

- To coordinate the development and delivery of the marketing, PR and social media strategies
- To maintain and update all online and offline external communications including the website and all social media channels in line with the College's social media strategy
- To coordinate the development of all printed communications, including the College prospectus, information leaflets, magazines and banners
- To be the main point of contact for partner schools and young people's career guidance services in relation to liaison and transition activities
- To liaise with Subject Leaders and the Student Performance and Development Team in relation to the delivery of transition activities and events
- To support the Assistant Principal with the coordination, administration and delivery of individual partner school action plans including transition plans for individual students
- Assist with the review of individual school action plans yearly
- Manage all administration, data collection and data entry in relation to the role
- Produce regular management information to enable SLT to determine the effectiveness of the marketing and PR plan

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- To plan, organise and deliver events such as Taster Sessions, Master Classes, Parents' Evenings, Higher Education Evenings, Options Evenings, Presentations, Awards Evenings and Application Support etc. including events relating to the Children's University
 - To offer information, advice and guidance to school students and parents through attending information sessions such as parents' evenings, application support sessions and presentation evenings etc.
 - To support the Assistant Principal in the development and implementation of the Children's University, taking the lead on all administration processes and the organisation of events
 - Lead on the development and implementation of the college marketing activities including regular updates to social media channels and liaising with external agencies in relation to the college marketing strategy
 - Undertake any necessary training in relation to the role
 - To support the role of the Employability and Career Placement Coordinator
 - Any other duties as reasonably determined, and required, by the line manager as part of the College's wider support team

Support for the College

The Communications & Partnerships Coordinator will

- Be aware of and comply with policies and procedures relating to child protection, health, safety and security, confidentiality and data protection, reporting all concerns to an appropriate person.
- Be aware of and support difference to help ensure everyone has equal access to the services of the college and feels valued, respecting their social, cultural linguistic, religious and ethnic background.
- Contribute to the college ethos, aims and development/improvement plan.
- Attend and participate in meetings as required.
- Undertake personal development through training and other learning activities including performance management as required.

General

This job description is a representative document. Other reasonably similar duties may be allocated from time to time commensurate with the general character of the post and its grading. This is a new post. The person appointed will be expected to work flexibly and the exact nature of the duties described above is subject to periodic review and is liable to change.

Employment conditions

RSFC belongs to the Sixth Form Colleges' Association (SFCa) and as such has adopted the SFC's agreed support staff conditions of service.

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Other

The College is committed to safeguarding and promoting the welfare of children, young people and vulnerable adults and expects all staff to share this commitment. An enhanced DBS check will be carried out on the successful candidate. RSFC is committed to equal opportunities for all.

The successful candidate will be required to complete a satisfactory medical screening assessment and provide two satisfactory references, identity check and right to work.

Your terms and conditions are specified within your contract of employment.

Person Specification

			Assessed by:	
No.	CATEGORIES	Essential/ Desirable	App Form	Interview
QUALIFICATIONS AND EXPERIENCE				
1.	Level 2 (GCSE A* - C) or equivalent in English and Maths.	E	√	
2.	A full driving licence with use of a vehicle including insurance for business use	E	√	√
3.	Experience of effective team working.	E	√	√
4.	Experience of working under own initiative and evidencing the ability to develop administrative systems and procedures.	E	√	√
5.	Experience of working in an administrative role in a demanding and busy office environment.	E	√	√
6.	Experience of communicating professionally with external stakeholders.	E	√	√
7.	Marketing and promotion experience	D	√	√
SKILLS AND KNOWLEDGE				
8.	Excellent communication and interpersonal skills with the ability to communicate professionally with internal and external stakeholders at all levels.	E	√	√
9.	Awareness of the 11-16 mainstream school system in Rochdale in relation to schools liaison, applications and transition.	E	√	√
10.	Ability to demonstrate excellent attention to detail including branding guidelines.	E	√	√
11.	Excellent IT skills.	E	√	√
12.	Knowledge of the administration relating to social media channels.	E	√	√

13.	Ability to use Microsoft Office applications in particular Excel spread sheets and mail merges.	E	√	√
14.	Excellent organisation skills and the ability to produce work to a consistency high standard under pressure.			
PERSONAL QUALITIES				
15.	Enthusiasm for the personal and academic progress of young people	E	√	√
16.	Recognise and understand the need for confidentiality.	E	√	√
17.	Willingness to maintain confidentiality on all College matters	E	√	√
18.	Ability to work effectively and supportively as a member of the College team	E	√	√
19.	Willingness to work flexibly, attending evening meetings and events as and when necessary and assisting throughout other areas of the College as requested	E	√	√
20.	Well-presented and professional manner	E	√	√
21.	Excellent communication skills with the ability to persuade	E	√	√
22.	Demonstrable commitment to equal opportunities	E	√	√
23.	Willingness and ability to adapt to a wide range of duties in response to changing circumstance	E	√	√
24.	Ability to work alone and manage own work load	E	√	√
25.	Willingness to undertake training in relation to the role	E	√	√
26.	Commitment to continuing personal and professional development	E	√	√