

JOHN LEGGOTT COLLEGE



JOB DESCRIPTION

- JOB TITLE:** Learner Pathways Officer
(Recruitment, Marketing and Enrichment)
- REPORTS TO:** Learner Pathways Lead
- WORK PATTERN:** Full Time (37 hours per week), term time only
- CONTRACT:** Permanent
- SALARY:** Spine Point 11 £22,989FTE

Purpose of the Role

- To support with the recruitment of students into the college and the conversion of applications to enrolments
- To deliver information to learners pre-enrolment ensuring that students are selecting the right programme of study for their post JLC learner destination.
- To promote the college at key events and act as the primary link between JLC and our schools.
- To work in collaboration with the Marketing Manager to ensure Keeping In Touch material is produced that ensures high conversion rates
- To ensure tracking of students is in place to demonstrate how many student interactions have taken place, identify trends within schools etc.
- This role also oversees our JLC Alumni enabling continued Alumni support and creating potential opportunities to enrich our student offer.
- To ensure that extended opportunities are in place to compliment the curriculum offer

Key Responsibilities

- Track progression aspirations and ultimate destinations of all learners throughout their time at college and support students in achieving progression goals.
- Build relationships with curriculum hubs and other key college personnel / stakeholders to promote CIAG and employability.
- Build positive sustained relationships between JLC and applicants schools or stakeholders.

- Undertake promotional and liaison work in schools in terms of application processes, working with the Marketing Manager to ensure work is promoted via all social media channels.
- Research, gather and share information and data from schools which can inform future planning across college. This is applicable at student, parent and school level.
- Responsible for making arrangements at the school(s) and presentations, re; application support and representing the College at school career events etc.
- Work towards an agreed target of applications for the school each year and be prepared to undertake a review of performance against the target.
- Develop, oversee and promote an extended opportunities programme through internal and external channels.
- Development of a creative and engaging additional opportunities, including; Alumni reunions, events or networking activities in-line with the extended opportunities strategy.
- Work with curriculum and support staff to organise, and sometimes lead, a calendar of one-off charity and promotional activities.
- Support college events to promote JLC
- Manage the quality assurance of the extended opportunities programme through record keeping, walkthroughs and regular meetings with society leaders
- Explore local and national funding opportunities to allow extended opportunity programmes to continue.
- Help to organise and deliver focussed events, trips and other activities which support specific elements of HE and Non-HE progression.
- Work collaboratively across all departments to plan and deliver events organised in College/School as appropriate from Year 9 upwards or earlier if requested (eg Yr 10 taster days, transition days, exams fair).
- Develop a programme for Freshers Week to engage students and allow them to explore additional opportunities at college such as work experience, extended opportunities and sports.
- Achieve agreed targets and performance indicators across all areas of responsibility.
- Maintain an awareness of local and national sector employment trends in respect of informing the service.

In addition to the above the post holder will be expected to:

- Work in any capacity, as directed by Pathway team Lead, to support all areas of the service, as need requires.
- To build relationships with students and advocate their views, opinions and needs.
- Achieve agreed targets and performance indicators across all areas of responsibility.
- Assist with general student support activities and additional events such as open evening's, results days, taster days and enrolments, as required.

- Access training and development opportunities, both internally and externally, to maximise job-specific skills and experience across the whole service.
- Work with partner colleges and other cross-college departments to deliver joint functions and service and strengthen cross-college regional provision.
- Work within a target-setting and quality improvement framework for the area, including benchmarking service and performance against key KPIs
- Work with, meet with and support colleagues across different functions of the college in terms of the service for learners.
- Work in line with college policies – e.g. Health and Safety or Equality and Diversity.
- Support the safeguarding of learners at all times.
- Work within an allocated budget and comply with financial regulations.
- Explore and improve the use of social media and mobile technology as a communication tool for HE, Apprenticeship, enterprise, work experience, employability and enrichment research.
- Attend, as necessary, meetings of all College Staff.

The job description is an outline of the key tasks and responsibilities and is not intended as an exhaustive list. The job may change over time to reflect the changing needs of the College, as well as the personal development needs of the post holder.

We strive for equality throughout the college and positively encourage applications from all sections of the community. The College has a strong commitment to safeguarding and promoting the welfare of young people and vulnerable adults and all appointments are subject to an enhanced DBS clearance.

Employee signature: Date:

Line manager signature: Date:

**PERSON SPECIFICATION
LEARNER PATHWAYS OFFICER (Employability)**

Qualifications and awards	Essential	Desirable	How Tested
Honours Degree or equivalent (or substantial relevant work experience)	E		C
Good standard of Level 2 education – 5 A-C GCSE’s including Maths and English	E		C
CEIAG Qualifications Level 4 or above		D	A,I
Professional Knowledge and Experience			
Experience in a marketing or people orientated field	E		A,I,T
Ability to monitor and track students’ through their learner pathway	E		A, I, T
Outstanding administrative and analytical skills (ability to interpret data/write reports)	E		A,I
Excellent written and verbal communication skills across a range of college stakeholders, parents, learners, colleagues etc.	E		A,I, C
Experience of delivering sessions/workshops to students or groups.	E		A,I, T
Ability to recognise and respond to a range of learner needs	E		A,I
Excellent management and organisational skills including development of systems and documents.	E		A,I, T
Up-to-date knowledge and awareness of Health and Safety Regulations pertaining to area of expertise and working in an educational environment	E		A, I
Up-to-date knowledge and awareness of safeguarding in the workplace	E		A,I
Interpersonal Skills & Intellectual Ability			
Ability to work calmly and effectively, both in a team and independently, to prioritise a variety of tasks	E		A,I
Ability to establish and maintain professional working relationships with staff, students and external stakeholders	E		A,I
Evidence of excellent ‘people skills’ and listening skills	E		A,I
Ability to take initiative, work creatively and innovatively, and make effective decisions		D	A,I
Particular Requirements			

Knowledge of the current curriculum on offer in 6 th Form colleges		D	A,I
Understanding of the range of social and cultural backgrounds of students in local schools and areas		D	A,I
Commitment to ensuring learner experiences are supporting progression aims	E		A, T
Commitment to equality and diversity initiatives and anti-discriminatory practice.	E		A, I
Suitability to work with children and young adults	E		DBS
Full driving licence, own vehicle and full business insurance	E		A, C
Flexible approach to working to accommodate essential target dates in the life of the college	E		A,I,R
Commitment to continuous professional development	E		A,I

The Person Specification details the principal skills and personal attributes the post holder must possess and actively demonstrate in order to effectively fulfil the role. The criteria are ranked as 'Essential' and 'Desirable' and your application form should demonstrate how you meet each individual criterion and possess the key skills relevant to the job.

The ranking of criteria on the employee specification can be explained as follows:

Essential The successful candidate must meet the Essential criteria in full on the first day of commencing in post, in order to be able to effectively fulfil the role to which he/she has been appointed.

Desirable The post holder needs to meet the Desirable criteria to fulfil the role on a longer-term, permanent basis. The successful candidate would be expected to develop his/her skills and knowledge within an agreed timescale (usually within six to twelve months of his/her start date) to meet the Desirable criteria in full, if they are unable to demonstrate they meet these criteria at short-listing and interview stage.

Criteria will be measured through a number of methods, the key to which is as follows:

- A** = **Application**
- I** = **Interview**
- T** = **Test**
- C** = **Certificates**
- R** = **References**
- DBS** = **Disclosure & Barring Service**

These letters are used in the 'Assessment Method(s)' column on the employee specification to identify to you the combination of methods we will use to assess you against the requirements of the position for which you are applying. In the first instance your application form will be used to determine the extent to which you meet the criteria for the role and will inform our short-listing decisions.

Where criteria are to be identified through the Interview and/or Test(s), these may involve scenario-based or hypothetical questions and a combination of written exercises, literacy and/or numeracy assessments, presentations, and any other practical assessments relevant to the role.