

**THE NORTHERN COLLEGE**

**JOB DESCRIPTION**

**STUDENT ENGAGEMENT OFFICER**

**Summary of responsibilities**

To be responsible to the Principal under the line management of the Business & Marketing Manager, for supporting the delivery of a structured approach to student engagement, transition and retention and resolution of enquiries; thus facilitating an excellent student experience.

**Main Duties**

1. To act as the first point of contact for all student enquiries.
2. To provide input into monitoring and managing student engagement by:
  - a. Answering telephone calls; holding face-to-face discussions; responding to emails and enquiries from the website and the college's social media platforms.
  - b. Keeping a log of all enquiries and action taken; and ensuring that the logs are kept up-to-date.
  - c. Taking ownership of each query until it is resolved.
  - d. Keeping a log of all resolved queries.
  - e. Initiating and maintaining spreadsheets and logs which will form part of reporting.
3. To have an in-depth understanding of the College curriculum:
  - a. Be able to advise and reassure students.
  - b. Offer excellent customer service.
4. To signpost prospective students to information regarding current and future courses where appropriate.
5. Liaise and maintain working relationships with curriculum and departmental administrative staff to ensure students receive the most appropriate information relevant to their need.
6. Ensure the effective use of a variety of approaches (including digital means) to disseminating information that is timely and relevant to students.
7. Provide information to managers, staff, students and visitors.
8. Produce reports and documentation and contribute to publicity materials/events.
9. Attend meetings to report on student information and data.
10. Contribute to enrolment, induction and open events.

11. Gain insight into student experience of specific groups, provide a key communication link and develop information.
12. Take responsibility for sharing best-practise and to engage with curriculum areas to ensure that the student experience is central to the College and its activity.
13. Draw on student feedback to inform the future development of enhancing the student experience.
14. To keep up-to-date and accurate data for use in analysis and reporting which is compliant with the Data Protection Act.
15. To produce data tables and short summary reports to feedback regularly to the Business and Marketing Manager.
16. Contact and support new students and follow up all communicated student expressions of interest and offer positive encouragement where appropriate.
17. Where appropriate, refer students to the Student Services Manager or the Careers Service for information, advice and guidance.
18. Where appropriate, refer students to the Additional Learning Support Manager for further support and/or advice and guidance.
19. To undertake training and development deemed relevant to the post.
20. To undertake duties and responsibilities in accordance with the College's Health and Safety policy and procedures.
21. To work to promote and support the College's policies and procedures with particular reference to safeguarding of children and vulnerable adults and the Prevent agenda.
22. Any other duties which do not change the nature and purpose of the post which may be delegated to the post-holder from time-to-time by the Principal or some other senior member of staff acting on his/her behalf.

Employee Name:	Signature:	Date:
Line Manager Name:	Signature:	Date:

February 2019