

The Northern College

Job Description

Post Title: Student Marketing and Engagement Assistant

Responsible to: Business and Marketing Manager

Work arrangements: 36 hours per week, 52 weeks per year, fixed term until 31 July 2020, you will be required to work such hours as are reasonably necessary for the proper performance of your duties

Purpose of the Role

To be responsible to the Business and Marketing Manager, for providing PR at events and during activities to raise the college profile and support the delivery of a structured approach to student engagement, ensuring the department delivers an outstanding student experience.

Main Duties

1. Provide a high quality meet and greet service and represent the college at key events, including: Open days, Admission days, Interview days and Celebration Events.
2. To provide input into monitoring and managing student engagement by:
 - answering student telephone enquiries; holding face-to-face discussions; responding to emails and enquiries from the website and the college's social media platforms;
 - keeping a log of all new enquiries and action taken on a shared log system to ensure a timely response;
 - taking ownership of each query on the log until it is resolved;
 - maintaining the student enquiry monitoring system.
3. To develop an in-depth understanding of the college curriculum, be able to advise and reassure students and offer excellent customer service.
4. Attend external events in order to raise the college profile and engage with potential new students.
5. Liaise and maintain working relationships with departmental staff to ensure students receive the most appropriate information relevant to their needs.
6. Ensure the effective use of a variety of approaches (including digital means) to disseminate information that is timely and relevant to students.
7. To source, plan and assist in the communication of an annual external events calendar for college PR.

8. Contact and support new students, following up all communicated student expressions of interest and offering positive encouragement where appropriate.
9. Where appropriate, refer students to Student Services for Information Advice and Guidance.
10. Where appropriate, refer students to the Additional Learning Support Manager for further support and/or advice and guidance.
11. Analyse student enquiry data to provide information to the Business and Marketing Manager.
12. Utilise student feedback to inform the future development of enhancing the student experience.
13. To keep up-to-date and accurate data for use in analysis and reporting which is compliant with the Data Protection Act and the General Data Protection Regulation (GDPR).
14. To undertake training and development deemed relevant to the post.
15. To observe all college policies, procedures, working practices and regulations, and in particular to comply with the College's Equality and Diversity policy, Health and Safety policy, Financial Regulations, Safeguarding policy and Code of Conduct.
16. 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 duty.
17. 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: