

Organisation:	Luminate
Primary Organisation Supported <i>(only use this field for LEG service member of staff)</i>	N/A
Core Job Role:	
Job Title:	School Liaison Project Executive
Reports to:	School Liaison Coordinator
Grade	C
Date of compilation:	12/4/24

ROLE SUMMARY:

You will work within the Student Recruitment & Customer Experience department, who engage with education settings across North and West Yorkshire to promote the Luminate offer. You will do this through building stakeholder relationships, planning and delivering events and analysing data. The key focus of the role is to engage and inspire young people of all age groups and provide information, advice and guidance on their post 16 options through student recruitment events. You will line manage School Liaison Officers to ensure team objectives are met.

SPECIFIC ROLE RESPONSIBILITIES:

1. Lead on planning professional and high quality events and projects, including Parents & Carers Information events, Careers Network events, Curriculum Experience days, primary school projects across the Luminate Education Group both virtually and face to face
2. To deliver recruitment, enrolment and transition activities and events with our feeder schools. You will work closely alongside admissions, marketing and events teams. These activities and events will be creative, engaging and aspirational for school students.
3. To line manage School Liaison Officers to ensure that the team meet targets and objectives to increase applications from 16-18 year olds from schools across the region
4. To collate and analyse data in line with the Student Recruitment & Admissions Strategy
5. To work with the school liaison team to meet learner recruitment and enrolment targets from identified feeder schools and groups across the region
6. To work closely with internal staff, such as curriculum, student services and welfare, to offer an outstanding experience of college through events, curriculum experience sessions and college visits
7. To work alongside external stakeholders, such as the council, the LEP and parents to grow the awareness of the colleges

CORE RESPONSIBILITIES:

1. Plan and deliver transition engagement events, ensuring the quality of education, information and level of customer service is of a high and professional standard. Events will represent the full college offer, including apprenticeships, T levels and 19+ adult offer
2. Line manage School Liaison Officers
3. Work alongside the School Liaison team and the wider marketing and admissions teams to develop, plan and deliver 14 -19 transition (IAG) activities to achieve recruitment targets at core feeder schools
4. To produce and analyse in depth school application and enrolment reports and to feedback findings to the School Liaison team and management, working alongside the market insight and MIS teams when needed
5. Ensure all events are evaluated. Feed back information from analysis of evaluation reports of school liaison events and work closely with the School Liaison team to continuously improve events and activities
6. Develop new ideas and initiatives which are engaging, aspirational, creative, high quality and inclusive to all learners. These can be face to face as well as virtual
7. Ensure the welfare and safety of all students accessing engagement and transition activities, using relevant risk assessments and ensuring inclusivity within all events and activities
8. Attendance at identified feeder schools and college careers events, open evenings and engagement and transition (IAG) related activities.
9. Promote student success including supporting the organisation of celebration events.
10. To ensure effective and efficient management of budgetary responsibilities in accordance with the Luminate Education Group financial regulations.
11. To support the transfer, sharing skills and knowledge to other team members through workshops or other Staff Development activities.
12. Must be able to drive, have use of a vehicle and hold a current driving licence.
13. Annual leave may not be taken during the busy enrolment and induction period.
14. As the college is a multi-campus site, flexibility and willingness to work across all sites is required

GENERAL LUMINATE EDUCATION GROUP RESPONSIBILITIES FOR ALL STAFF:

- This role requires you to be part of the DBS update service
- Maintain and update knowledge of the subject/professional area and co-operate in any staff development activities required to effectively carry out the duties of the post.
- Comply with safeguarding procedures, including the promotion of the welfare of children and vulnerable adults.
- Comply with all relevant policies and procedures.
- Act with honesty and integrity to maintain high standards of ethics and professional standards.

- Use and promote restorative practice approaches.
- Comply with all legislative and regulatory requirements.
- Promote a positive image of the Luminate Education Group and member organisations.
- Any other duties commensurate with the level of the post, which may be required from time to time.
- Embody our Organisational Culture:

Few rules & clear boundaries

The ability to be creative, within areas of focus.

Ownership & performance

Using our robust business planning model to allow areas to have clear ownership over their vision and remit.

Energy & enjoyment

Fostering an environment that enables our people and learners to be brave, interact and have fun.

Creative & reflective

Always hungry to learn and looking ahead to see what is on the horizon.

Passion & ambition

Encouraging all to think aspirationally, inspiring others to do the same.

Collaborative & responsive

Proactively seeking opportunities to create synergies and positive outcomes for all.

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Department	Student Recruitment and Customer Experience

The specific qualifications, experience, skills and values that are required for the role are outlined below. You should demonstrate your ability to meet these requirements by providing clear and concise examples on the application form. Each criteria is marked with whether it an essential or desirable requirement and at which point in the recruitment process it will be assessed.

Methods of Assessment:

A = Application Form, I = Interview, T = Test or Assessment, P = Presentation, C= Certificate, MT = Micro Teach

Qualifications and Attainments		
Essential (E) Desirable (D)	Criteria	Method of assessment
D	Project management qualification/experience	A / I
E	Good general education at NVQ level 2 or equivalent including literacy & numeracy at Level 2	A / C
E	Youth work qualification/Careers qualification or willingness to work towards IAG level 3/4	A / C
D	IT qualification such as CLAIT Plus, ECDL or equivalent	A / C
Experience and Knowledge		
Essential (E) Desirable (D)	Criteria	Method of assessment
E	Experience of working with students, particularly age 13-17	A / I
E	Experience of delivering creative and engaging activities or events to support student engagement	A / I
E	Experience of student-centred approaches to transition from school to FE	A / I

E	Experience of working with schools, parents/carers and external support agencies	A / I
E	Knowledge of curriculum areas and LEP priorities	A / I
E	Experience of producing and analysing data reports and using findings to improve the q	A / I
E	Experience of leading on large events, from planning to delivery	A / I
E	Experience of producing and analysing evaluation reports and using findings to improve the quality of delivery	A / I

Skills and Competencies		
Essential (E) Desirable (D)	Criteria	Method of assessment
E	Good standard of computer literacy, including Microsoft Office applications and google applications	A / I
E	Some knowledge of barriers to learning and ways to overcome them, particularly with disaffected young people	A / I
E	Knowledge of the national core curriculum KS4 and KS5 qualifications, and an understanding of apprenticeship	A / I
E	Excellent interpersonal and communication skills, experience of working with groups of students and delivery with Year 7 to 13 groups.	A / I
E	Good organisational and administrative skills	A / I
E	Able to work positively & effectively as a member of a team and on own initiative	A / I
E	Knowledge of 14 -19 qualifications and routes and pathways into further education and apprenticeships	A / I
E	Good standard of computer literacy, including Microsoft Office applications and google applications	A / I
E	Some knowledge of barriers to learning and ways to overcome them, particularly with disaffected young people	A / I

E	Knowledge of the national core curriculum KS4 and KS5 qualifications, and an understanding of apprenticeship	A / I
E	Excellent interpersonal and communication skills, experience of working with groups of students and delivery with Year 7 to 13 groups.	A / I
E	Good organisational and administrative skills	A / I
Behavioural, Values and Ethos		
Essential (E) Desirable (D)	Criteria	Method of assessment
E	Support and promotion of equality, diversity and inclusion	A/I
E	Promotion of a safe environment for children, young people and vulnerable adults to learn in	I
E	Commitment to the PREVENT agenda	I
E	Commitment to professional standards	I
E	Commitment to restorative practice approaches	I