

Organisation:	Luminate Education Group
Primary Organisation Supported <i>(only use this field for LEG service member of staff)</i>	Leeds Conservatoire and University Centre Leeds
Core Job Role:	
Job Title:	Education Engagements & Recruitment Apprentice
Reports to:	Education Engagements & Recruitment Coordinator
Grade	Apprentice
Date of compilation:	July 2024

ROLE SUMMARY:

This apprenticeship supports the planning and delivery of education engagements and recruitment events (both on-campus, at external sites/venues and online) for Luminate's HE institutions (Leeds Conservatoire and University Centre Leeds).

SPECIFIC ROLE RESPONSIBILITIES:

1. Support the education engagements and recruitment events plan for Luminate's HE institutions (Leeds Conservatoire and University Centre Leeds).
2. Support the implementation of a range of high-quality student recruitment events, both on campus, at external sites and online, monitoring event success/impact and return-on-investment.
3. Support the planning of Luminate's presence at relevant external Higher Education recruitment events and activities in the UK. The post holder will be part of a team that represents Leeds Conservatoire and University Centre Leeds at UCAS Fairs, smaller recruitment events in individual schools and colleges, education expos and conferences, speaking to students about course provision.
4. Contribute to the delivery of a plan for ensuring that education engagements and recruitment events are innovative, interactive and engaging across Luminate's HE institutions, working closely with internal academic colleagues, other professional departments, and the wider marketing and student recruitment teams to deliver an excellent customer experience.
5. Assist with researching practice amongst benchmark competitors to ensure that Luminate remains at the forefront of delivering high-quality and engaging student recruitment events and activities.
6. Support the maintenance of positive external relationships with key partners, organisations, venues and suppliers.

7. Collaborate with the digital, marketing strategy, admissions, and international internal teams to ensure that recruitment events are well promoted and supported.
8. Respond to day-to-day enquiries from teachers and prospective students, and keep Customer Relationship Management systems up to date with information about key contacts, schools, colleges and community groups from both HE institutions.
9. Participate in relevant student recruitment activities and enrolment, which will involve occasional weekend and evening work.
10. Attend and contribute to team meetings, planning days and other departmental staff events.
11. To conduct any other administrative responsibilities commensurate to the role.
12. Occasional evening and weekend work required.

GENERAL LUMINATE EDUCATION GROUP RESPONSIBILITIES FOR ALL STAFF:

- 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.

Energy & enjoyment

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

Passion & ambition

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

Ownership & performance

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

Creative & reflective

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

Collaborative & responsive

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

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Department	HE Marketing and Student Recruitment

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 is 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
E	Q1. GCSE-level qualifications in English and Maths	A
Experience and Knowledge		
Essential (E) Desirable (D)	Criteria	Method of assessment
E	EK1. Knowledge of and passion for events	A / I
D	EK2. Knowledge of student recruitment activities	A / I
D	EK3. Experience of working within a team to achieve objectives	A / I
D	EK4. Experience of contributing to marketing/events activities	A / I
D	EK5. Knowledge of the Higher Education sector	A / I
D	EK6. Knowledge of the latest events management trends	A / I

Skills and Competencies		
Essential (E) Desirable (D)	Criteria	Method of assessment
E	SC1. Good communication skills	A / I / T
E	SC2. Good level of attention to detail	A / I / T
E	SC3. Good organisational skills and ability to prioritise workload	A / I
E	SC4. Can build positive working relationships with colleagues	A / I
E	SC5. Committed to delivering results	A / I
E	SC6. A good level of competency in Microsoft Office programmes including, but not limited to, Teams, Powerpoint, Excel, Word.	A / I / T
Behavioural, Values and Ethos		
Essential (E) Desirable (D)	Criteria	Method of assessment
E	B1. Support and promotion of equality, diversity and inclusion	A/I
E	B2. Promotion of a safe environment for children, young people and vulnerable adults to learn in	I
E	B3. Commitment to the PREVENT agenda	I
E	B4. Commitment to professional standards	I
E	B5. Commitment to restorative practice approaches	I