

Job Description

Group Member:		Luminate Group Services	
Job Title:		Events and Projects Apprentice	
Reports to:		Events Marketing Lead	
Job Grade	L4 Apprentice	Department	Marketing

ROLE SUMMARY:

We are seeking a motivated Events and Projects Apprentice to join the Marketing department to support with organising and delivering a range of events to increase student recruitment to Luminate Education Group. The successful candidate will play an important role in building the reputation of our college brands and implementing events with an experiential approach.

Alongside your role you will work towards a Level 4 Associate Project Manager Apprenticeship.

SPECIFIC ROLE RESPONSIBILITIES:

- Under the guidance of the Events Marketing Lead and in collaboration with the strategic marketing team, support and assist with the delivery of events as and when required across all Luminate brands.
- Support the implementation of a range of high-quality student recruitment and outreach events, both on campus and at external sites (and potentially online events), monitoring event success/impact and return-on-investment.
- Contribute to the delivery of our strategies for ensuring that events are innovative, interactive, and engaging, working closely with curriculum colleagues, other professional departments, and the wider marketing team to deliver a first-rate customer experience.
- Support the mystery shopping of rivals' student recruitment events to ensure that Luminate remains at the forefront of delivering competitive experiential marketing.
- Support the maintenance of positive external relationships with key events venues/experience suppliers and internal delivery colleagues
- Ability to participate in evening/weekend work as required.

CORE RESPONSIBILITIES:

- Collaborate with the market insight team to ensure that events are insight-led and well evaluated via actionable post-event feedback.
- Collaborate with the website development and digital teams to ensure that events are well promoted and that experiential marketing techniques are woven into websites.
- Collaborate with relevant colleagues in the student recruitment and admissions function, particularly admissions and school liaison to ensure that events are promoted in schools and that key colleagues participate in event planning and delivery.

10. Collaborate with the communications team, making the most of media opportunities |
11. Any other duties that are specific to the department
12. Assistance in the preparation, support and participation of examinations and invigilation across the Group

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 the Group's Values:

Kindness

Creating communities where people can be authentic and true to themselves with support, trust, and guidance from those around them.

Enjoyment

Fostering environments that enable staff and students to be brave, interact, and have fun.

Passion

Encouraging all to have aspiration and passion in everything they do.

Ownership

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

Collaborative

Proactively seeking opportunities to create synergies and positive outcomes for all

Creative

Always hungry to learn and looking ahead so we can be responsive

Person Specification

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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 personal statement section of 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, R = Reference

Qualifications and Attainments		
Essential (E) Desirable (D)	Criteria	Method of assessment
E	GCSE-level qualifications in English and Maths	A
D	Completion of a Level 3 qualification	A

Experience and Knowledge		
Essential (E) Desirable (D)	Criteria	Method of assessment
E	Passion for events management	A / I
D	Knowledge of project management tools to aid events planning and management	A / I
D	Knowledge of marketing fundamentals	A / I
D	Experience of working within a team to achieve objectives	A / I
D	Experience of contributing to marketing/ event activities	A / I

D	Knowledge of the Further Education Sector	A / I
D	Knowledge of the latest event management trends	A / I

Skills and Competencies		
Essential (E) Desirable (D)	Criteria	Method of assessment
E	Good communication skills	A / I
E	Good level of attention to detail	A / I
E	Good organisational skills and ability to prioritise workload	A / I /
E	Can build positive working relationships with colleagues	A / I
E	Committed to delivering results	A / I

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