

<b>Group Member:</b>		Luminate Education Group	
<b>Job Title:</b>		School Liaison Manager	
<b>Reports to:</b>		Head of Student Recruitment and Customer Experience	
<b>Job Grade</b>	LEG F	<b>Department</b>	Student Recruitment and Marketing

### SPECIFIC ROLE RESPONSIBILITIES:

1. Manage, develop and lead the school Liaison team, ensuring effective communication and team cohesion through team days, shared best practice and upskilling staff alongside building an engaging and inspiring transition strategy for the further education colleges within the Luminate Education Group.
2. Build strong and effective relationships with schools and other education providers and stakeholders to support the pre-entry information, advice and guidance of prospective students contributing to their future success and social mobility.
3. Support development and implementation of group and departmental strategic priorities, including building links with education providers through NEET engagement and other strategic partnership meetings.

### CORE RESPONSIBILITIES:

1. Strategically build key relationships with identified schools, youth and other stakeholder organisations to achieve 14- 19 enrolment targets across the FE colleges within the Luminate Education Group.
2. To lead, develop and manage the schools liaison team, building a skilled, knowledgeable and confident team who will promote the opportunities within the Luminate Education Group to potential students and a wide range of stakeholders.
3. To oversee the School Liaison offer to schools to ensure activities and events are inspiring, innovative, engaging and fit for purpose. These should include targeting pre 16 students, parents/carers, school staff and key stakeholders.
4. Collaborate with the wider teams within the department to support the development and implementation of Next Gen event alongside events and marketing teams.
5. Work with senior leaders, heads of department and other key staff within the group to contribute to and develop the work of the Student Recruitment and Marketing teams, including admissions, market insight and marketing.

6. Work alongside the student recruitment data and compliance manager identify and produce regular specified and ad hoc reports and related action plans on the progress towards agreed targets, growth opportunities, conversion rates and effective engagement. Including developing reports for senior leaders and governors.
7. Lead and contribute to partnership projects representing the Luminate Education Group, working with key stakeholders to support local and regional strategies to reduce the numbers of young people not in education, employment and training (NEET) including support with the coordination of the Moving On project.
8. Support internal college departments delivering direct entry at 14+ provision, including but not limited to the 14+ Apprenticeship Academy.
9. Represent the FE colleges within the Luminate Education Group, on relevant 14-19 forums to contribute to the development and success of the FE colleges within the Luminate Education Group, including but not limited to West and North Yorkshire careers guidance networks.
10. Work with FE and HE curriculum departments within the Luminate Education Group to promote positive transition and support for pre-16 partnership students into post 16
11. Contribute to the business planning and performance review responsibilities.
12. Monitor and report on external engagement and customer satisfaction and implement plans to address issues as needed, whether quality, cost, logistical.
13. Any other duties that are specific to the department.
14. Ability to participate in evening/weekend work if required.
15. Assistance (if required) 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 relational 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*

**Ownership**

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

**Enjoyment**

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

**Collaborative**

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

**Passion**

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

**Creative**

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

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<b>Department</b>	Student Recruitment and Marketing, Luminate Education Group

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

<b>Qualifications and Attainments</b>		
<b>Essential (E) Desirable (D)</b>	<b>Criteria</b>	<b>Method of assessment</b>
E	Q1. Degree or equivalent qualification	A / C
E	Q2. Youth work qualification/ NVQ in Advice and Guidance or Careers Leader Qualification	A / C
D	Q3. IT qualification such as CLAIT Plus, ECDL or equivalent. Ability to input and analyse data	A / C
E	Q4. Full driving licence is essential with access to own vehicle for business use.	A / C
<b>Experience and Knowledge</b>		

<b>Essential (E) Desirable (D)</b>	<b>Criteria</b>	<b>Method of assessment</b>
E	EK1. Experience of managing a successful team, managing staff, including performance management, leadership and staff development. Includes planning, delegating, target setting, monitoring and reviewing.	A / I
E	EK2. Experience of student-centred approaches to transition from school to FE.	A / I
E	EK3. Experience of developing strategies to work with schools, parents and external support agencies.	A / I
E	EK4. Knowledge of curriculum areas, local providers offers and understand the boundaries and limits of own professional expertise	A / I
E	EK5. Detailed understanding of the schools, further education sectors, apprenticeships, funding issues, impacts and priorities.	A / I
E	EK6. Experience and confidence in producing and presenting reports to a range of stakeholders in relation to team performance/output, localised data relating to transitional activities and strategic initiatives.	A / I
E	EK7. Proven track record in developing, maintaining and building links with businesses to ensure maximum engagement and cultivating new opportunities.	A / I
E	EK8. Experience of quality assurance systems such as standards and evaluations.	A / I
E	EK9. Proven track record of managing and delivering a range of events, activities and/or projects.	A / I
<b>Skills and Competencies</b>		

<b>Essential (E) Desirable (D)</b>	<b>Criteria</b>	<b>Method of assessment</b>
E	SC1. Good standard of computer literacy, including Microsoft Office applications and Google platforms	A / I
E	SC2. Knowledge of an FE College including barriers to learning and ways to overcome them, particularly with disaffected young people.	A / I
E	SC3. Knowledge of the national core curriculum and KS4 and KS5 qualifications	A / I
E	SC4. Relates effectively to others, both one to one and in teams, effectively giving and receiving messages both face to face and in writing.	A / I
E	SC5. Outstanding organisational skills and attention to detail.	A / I
E	SC6. Able to cope with continuous and complex changes to be flexible and to handle high levels of uncertainty.	A / I
E	SC7. Knowledge of 14 -19 qualifications and routes and pathways into further education, T-levels and apprenticeships	A / I
E	SC8. Understanding the benefits of different leadership/management styles. Gauging own impact as a leader / manager.	A / I
<b>Behavioural, Values and Ethos</b>		
<b>Essential (E) Desirable (D)</b>	<b>Criteria</b>	<b>Method of assessment</b>

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