



Job Description

Organisation:	Luminate Education Group
Primary Organisation Supported <i>(only use this field for LEG service member of staff)</i>	Luminate Education Group
Core Job Role:	Apprentice Level 3
Job Title:	Apprentice Level 3 - Events
Reports to:	Events Marketing Lead
Grade	Level 3 Apprentice Rates
Date of compilation:	May 2023

ROLE SUMMARY:

The Luminate Education Group marketing function aims to lead, deliver and measure outstanding student recruitment marketing across our core FE brands and key audiences: • Adult (19+ learners) • Apprentices • Harrogate College • Keighley College • Leeds City College • Leeds Sixth Form College • Pudsey Sixth Form College • Yorkshire Centre for Training and Development

Externally-facing marketing activity (designed to recruit students) is the core focus on the marketing team and is what the team is resourced to deliver. As an Events Apprentice you will contribute to delivery of the annual marketing strategies for each FE brand within the group (in collaborative consultation with colleagues from curriculum, student recruitment and admissions, and other key stakeholders/leaders). Strategies are underpinned by high-quality market insight and the principle of putting students first.

SPECIFIC ROLE RESPONSIBILITIES:

1. Support the events plan for an assigned FE brand or target audience.
2. Support the implementation of a range of high-quality student recruitment and outreach events, both on campus and at external sites (and also potentially online events), monitoring event success/impact and return-on-investment.
3. Contribute to the delivery of a plan 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.
4. Support the mystery shopping of rivals' student recruitment events to ensure that Luminate remains at the forefront of delivering competitive experiential marketing.

5. Support the maintenance of positive external relationships with key events venues/experience suppliers and internal delivery colleagues

CORE RESPONSIBILITIES:

1. Collaborate with the market insight team to ensure that events are insight-led and well evaluated via actionable post-event feedback
2. Collaborate with the website development team to ensure that events are well promoted and that experiential marketing techniques are woven into websites
3. Collaborate very closely 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
4. Collaborate with the communications team, making the most of media opportunities (particularly related to externally held events)
5. Keep up to date with events management industry developments
6. Support and assist delivery of events as and when required across all Luminate brands

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

Ownership & performance

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

Creative & reflective

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

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.



Person Specification

Job Title:	Apprentice Level 3 - Events
Department	Marketing

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
E	GCSE-level qualifications in English and Maths	A

Experience and Knowledge

Essential (E) Desirable (D)	Criteria	Method of assessment
E	Knowledge of (and passion for) events management strategies	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/events activities	A / I
D	Knowledge of the Further Education sector	A / I
D	Knowledge of the latest events 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	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