

Reports to:	Director of Curriculum
Hours:	52 weeks per year
Type:	Permanent
Salary:	£30-£36k doe

The College is committed to safeguarding and promoting the welfare of children, young people and vulnerable adults and expects all staff and volunteers to share this commitment.

Landmarks is an independent specialist day college for young people with learning disabilities and difficulties. The college offers a wide range of programmes that are tailored to each individual's needs.

Landmarks operates from several sites across; Nottinghamshire, Derbyshire and South Yorkshire, with our main site located in Eckington, S21 4EF.

Landmarks has several satellite provisions in Rotherham, Nottingham city Centre and a “real-life” hospitality and catering facilitate in Rainworth, Mansfield. These environments enable us to provide a range of personal and vocational training opportunities including:

- Agriculture
- Animal Studies
- Arboriculture
- Art
- Business Administration
- Conservation
- Duke of Edinburgh
- Equine Studies
- Floristry
- Horticulture
- Hospitality & Catering
- Independent Travel Training
- Independent Living Skills
- Labouring (CSCS)
- Retail
- Supported Internships
- Wildlife Management
- Work Experience

Our staff are required from time to time, to work at different sites - therefore willingness to travel is essential.

Job Purpose:

- To deliver the learner recruitment plan that meets the colleges development plans.
- To implement the learner recruitment process so that learners enrol successfully onto their programmes of study.
- To promote the college through effective branding, marketing, media and other public relations activities.
- To be aware of and respond to changes in government policy, legislation and funding streams that may impact recruitment activities of the college.

Main Responsibilities:

Your responsibilities will include, but are not restricted to:

- Implement effective learner recruitment processes so that learner numbers are at least maintained.
- To represent the college with key business stakeholders to ensure the learner recruitment plan is achieved.
- To manage college communication with referrers, funders, learners and their families/carers to keep them informed about the assessment process and support any challenges made by potential learners and their families to secure funding wherever possible.
- Manage the development of a database of referrers and funders ensuring accuracy.
- Work with managers and colleagues to produce timely and innovative proposals and presentations for internal and external marketing activities.
- Produce accurate reports/MIS on performance and achievement.
- Provide high quality leadership and management of a staff team.
- Act as an ambassador and role model for the College at all times.
- Work with colleagues to identify appropriate plans, targets and timetables for each aspect of college; events and fundraising, marketing, communication, learner recruitment and assessment.
- Manage the learners admissions process to ensure smooth transition into college for all learners.
- Preparation of recruitment assessment reports.
- Undertake defined project work.

Scope of Job

- ESFA Learner Recruitment
- Leadership & Management
- Market Research
- Ambassador for the College

Dimensions and Limits of Authority

- Line management responsibility for staff employed within learner recruitment.
- Recruit and recommend for hire within own team.
- Evaluation, at organisational level, of learner recruitment assessment activity.

This list of duties should not be regarded as exclusive or exhaustive as the post holder may be required to undertake other reasonably determined duties and responsibilities.

Person Specification

The selection process will involve assessments being made on the extent to which applicants meet the criteria listed in the table below:

	Essential	Desirable
Qualifications	<p>Graduate in a relevant field of expertise e.g. Marketing (desirable).</p> <p>Relevant Professional Qualification or working towards e.g. Marketing.</p>	
Experience	<p>Proven successful experience of undertaking a management role.</p> <p>Experience of effectively working well both as part of a team and in isolation.</p> <p>Project management experience.</p> <p>Ability to effectively manage a significant workload and work to stretching timescales – excellent organisational skills.</p>	<p>Significant experience in a comparable role.</p> <p>Experience of working in the FE system.</p>
Personal Attributes	<p>Flexibility is essential to enable Landmarks to meet the needs of our learners.</p> <p>Excellent communication skills and significant expertise in public speaking/undertaking presentations.</p>	

When completing the application form, please demonstrate with clear, concise examples how you meet the requirements of the post. You will be assessed in relation to the criteria. If there are large numbers of applicants for the post, then all the criteria will be used for shortlisting. Under the Disability Discrimination Act (DDA), we recognise and welcome our responsibility to remove any barriers in our recruitment and selection process.

In return we will offer:

- Westfield Health Scheme following a successful probation.
- Life cover following a successful probation.
- Standard life pension.
- 30 days holiday (pro rata – 52-week employees).

Landmarks is committed to safeguarding and promoting the welfare of our learners. All offers of employment will be subject to enhanced DBS checks, which it deems satisfactory (you will be liable for the cost of a DBS if you leave within your probationary period).

To find out what makes Landmarks a remarkable place to work, visit our website www.landmarks.ac.uk, and follow Landmarks Specialist College on Facebook for more information.

If you have any further queries or would like to arrange a discussion regarding the terms and conditions of employment at Landmarks, please contact a member of HR – 01246 433788.