



Brand Ambassador

Job Description

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| Faculty / Department: | Marketing, PR and Communications Team |
| Campus: | Burslem and Caudon Campus |

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| Responsible to: | School Liaison and Events Team Leader |
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| Responsible for: | N/A |
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| Grade: | Salary Range: £23,720 - £25,043 per annum (SCP 8-10, Grade 2B) | Hours: | Full-time, 37 hours per week, permanent, 1.0 FTE |
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| Role Summary: |
| <p>To represent, celebrate and promote the Stoke on Trent College brand, raising the profile and building trust with our partners, stakeholders and prospective students of the College.</p> <p>A creative role, based within the Marketing Department and supporting the delivery of the Marketing Strategy, working to produce student and partner focused publication, presentations and attendance at profile events to support the delivery of a dynamic, responsive, and stimulating partner programme, including school liaison activity.</p> <p>To forge strong relationships with Head Teachers, Careers Leads and stakeholders and to represent the College positively promoting brand awareness and College values at both internal and external events. A key focus of this role is nurturing established relationships and networks, as well as developing new, to embed the college within the heart of the community, delivering zestful presentations to key target audiences, engaging young people and driving student applications.</p> |

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| Main Duties and Responsibilities: |
| <p><u>Work Processes and results</u></p> <ul style="list-style-type: none"> Promote and implement a responsive, creative and stimulating engagement programme which promotes Stoke on Trent College offer and informs on the options available. Ensuring that the prospective students influencers and partners have the necessary information and guidance needed to make informed decisions about their next steps in further education. Activities include Career Events, Taster Sessions, College Presentations, tours and visits, promoting the Stoke on Trent College brand, as the Technical College of Stoke-on-Trent |

and the surrounding areas.

- Build, develop and maintain close working relationships with external partners and to assist in identifying and meeting their needs in relation to the College offering.
- Represent the College, initiate and co-ordinate internal and external recruitment events/activities. Engage and advise prospective students on the College portfolio and admission requirements.
- Co-ordinate and respond to enquiries from prospective students, external partners and internal colleagues as part of the Marketing Team.
- Respond to Crisp Chat and web-based enquiries from potential students, converting these leads into confirmed applications.
- Provide high quality information, advice and guidance to potential students on the most appropriate programme of study via school presentations, application sessions, school events or online via college website or social media applications.
- Promote the full Stoke on Trent College offer, including full-time courses, Apprenticeships and traineeships to prospective students and external partners via College marketing materials and brand engagement events. .
- Co-ordinate, diarise and present at school events to promote the College offer and showcase Stoke on Trent College as the first choice to potential students.
- Organise and conduct College tours for external partners, influencers and prospective applicants.
- Keep abreast of the curriculum offered within the College and to be aware of new qualifications introduced such as T Levels to support the Heads of Learning staff in the recruitment of full-time students, Apprentices and traineeships.
- Develop workshops and taster sessions as requested by schools and support the School Liaison and Events Team Leader in developing and implementing an engaging program of activity across the academic year.
- Develop informative and stimulating presentations in conjunction with the School Liaison and Events Team Leader for appropriate delivery to Year 9-11 students in schools, utilising cross curriculum expertise as necessary to aid student recruitment and raise awareness of the College offer.
- Assist with publicity and marketing within the department, ensuring the work of the department is represented via social media channels and the College website.
- Assist with enrolment and induction processes, as and when required.
- Represent the College and coordinate subject staff, where required, at on-site and virtual school Parents Evenings, GCSE Options Evenings, Careers Events and other specific events during daytime and evenings frequently.
- In conjunction with team leader to carry out risk assessments where necessary for activity

and events as required.

- To monitor application targets, co-ordinate evaluation, feedback and reporting on brand awareness and school liaison activities.
- Highlight and identify areas or schools with low engagement and work with the marketing team to implement activity to boost applications.
- To research and keep up to date with the career pathways that a potential student may consider and to be aware of developments in secondary education both nationally and locally.
- Assist in the planning of events, to include set up, collation of marketing materials and breakdown and to provide on-the day event support.

Work flexibly to meet the demands of the role, this involves regular early morning and evening event attendance

Teamwork

- To work closely with the wider Marketing Team and other departments, as well as with partner agencies.
- To liaise across the College with colleagues, and externally, to ensure that a co-ordinated approach is delivered in meeting the needs of partners across Stoke-on-Trent and Staffordshire.

Communication / Documentation

- Communicate effectively across a wide range of audiences.
- Maintain and develop office systems to ensure records and databases are kept up to date and managed in line with GDPR and Data Protection Legislation. .

Personal Development / Performance

- Demonstrate a commitment to continuing Personal/Professional Development.
- Ability to observe and define priorities and timetables in the achievement of strategic and operational objectives.
- Adhere to the College's environmental and sustainability procedures and seek to promote environmental sustainability within own area of responsibility.

Equality, Diversity & Inclusion, Health and Safety and Strategy

- A strong commitment to the principles and practice of Equality, Diversity and Inclusion.
- Take reasonable care of the Health and Safety of yourself and that of any other person who may be affected by your acts or omissions at work.
- Ensure as far as is necessary, that Statutory Requirements, Codes of Practice, Policies and Procedures, and Health and Safety arrangements are complied with.

College Values

- To demonstrate, uphold and promote the College values (Inclusive, Collaborative, Courageous, Ambitious and Nurturing)
- To promote and embed these values in all elements of work and in interactions with colleagues, learners, visitors and others.
- To participate in making the College an inclusive environment in which to learn and work.

Safeguarding of Children and Vulnerable Adults

- To comply with the College's Safeguarding policy and practices, and work in accordance with the Keeping Children Safe in Education Statutory Guidance for Schools and Colleges. To attend relevant and associated training, as required.

General Data Protection Regulation and Data Protection Act 2018

- To understand, be aware of, and ensure full compliance with the General Data Protection Regulation, and Data Protection Act 2018, during and after employment with the College, and to comply with the College's Policy for such.

This is not intended as an exhaustive list of duties or a restrictive definition of the post but rather, should be read as a guide to the main priorities and typical areas of activity of the postholder.

These activities are subject to amendment over time as priorities and requirements evolve and as such it may be amended at any time by the line manager following discussion with the postholder.

This Job Description and Person Specification is accurate as at October 2023. In consultation with the postholder, the College reserves the right to update, amend or vary its content, to reflect changes to, or modernisation of, the role.



PERSON SPECIFICATION

Brand Ambassador

| Measured by: | |
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| A | Application |
| I | Interview |
| T | Test |
| P | Presentation |
| R | References |
| Po | Portfolio |

| Criteria Headings | Essential | Evidenced by | Desirable | Evidenced by |
|--|--|--------------|--|--------------|
| Qualifications/ Education/ Training | <ul style="list-style-type: none"> IAG qualified to at least Level 2 or be willing to work towards. | A | <ul style="list-style-type: none"> Youth work qualification | A |
| | <ul style="list-style-type: none"> Minimum of 4 GCSEs at Grade C or above, or equivalent qualifications, to include Maths & English. | A | <ul style="list-style-type: none"> Careers qualification | A |
| Experience | <ul style="list-style-type: none"> Experience of delivering creative and engaging activities to support engagement levels and generate interest. | A,I | <ul style="list-style-type: none"> Experience of working with young people | A,I |
| | <ul style="list-style-type: none"> Demonstrable experience of supporting or organising and overseeing profile activity, exhibitions and corporate events. | A,I | <ul style="list-style-type: none"> Experience of working in a fast-paced environment, delivering events and supporting with marketing activity. | A,I |
| | <ul style="list-style-type: none"> Demonstrable experience of engaging with large audiences and public attendees, at high profile events. | A,I | | |
| Skills/ Aptitudes/ | <ul style="list-style-type: none"> Ambitious, passionate and proactive with | A,I | <ul style="list-style-type: none"> Knowledge of 14 - 19 qualifications | A,I |

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| <p>Competences/</p> | <p>excellent interpersonal skills.</p> <ul style="list-style-type: none"> • Ability to organise and work with a wide range of external partners and influencers. • Confident with an ability to work as part of a team, liaising multiple internal and external representatives to deliver a wide range of successful events. • Excellent verbal and written communication skills. • Excellent I.T Skills including Microsoft Office applications and Social Media Platforms. • Excellent time management, organisational and administrative skills. • Proven ability to work positively and effectively as a member of a team as well as on own initiative. • Ability to present and promote confidently to large groups. | <p>A,I</p> <p>A,I</p> <p>A,I</p> <p>A,I</p> <p>A,I</p> <p>A,I</p> | <p>and routes and pathways into further education and apprenticeships</p> <ul style="list-style-type: none"> • Understanding of Key Stage 4 and Post 16 education. | <p>A,I</p> |
| <p>Other</p> | <ul style="list-style-type: none"> • Demonstrable understanding of the College's values, and ability to demonstrate practical | <p>A,I</p> | | |

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| | <p>implementation throughout work duties</p> <ul style="list-style-type: none">• Proactive approach to own personal and professional development within the field of Marketing• Flexibility in working hours to attend events outside of normal working hours, during evenings/at weekends• Understanding of the College's obligations and commitments to the safeguarding of young people and vulnerable adults; the promotion of equality of opportunity and celebration of diversity. | <p>A,I</p> <p>A,I</p> <p>I</p> | | |
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