

JOB DESCRIPTION

Title of post	Office and Marketing Administrator
Weekly hours	Full-time (37.5 hours per week) Monday to Friday
Post Holder	TBC
Responsible to	Finance and Admin Manager

SUMMARY OF THE POST

This job description sets out the functions of an administrative post to support and actively engage employers and learners through a variety of media. The ability to develop strong external relationships and the willingness to travel are fundamental to this post.

This job description was formulated in October 2017

MAIN FUNCTIONS OF THE POST

1 GENERAL ADMINISTRATION DUTIES

Work as part of a team to provide a reliable, professional and consistently high quality service to internal and external customers.

- 1.1 Answering the telephone and dealing with enquiries.
- 1.2 Logging the receipt of, and saving documents, received via email.
- 1.3 Maintaining the Learner and Employer drives, folders and records.
- 1.4 Carrying out 15-week learner audits each month.
- 1.5 Auditing employer records each month.
- 1.6 Auditing internal systems and controls each month.
- 1.7 Being responsible for the sales and marketing actions in the Quality Improvement Plan.
- 1.8 Paying attention to detail to promote high standards and minimise errors.
- 1.9 Monitoring learners at risk of leaving early
- 1.10 Monitoring Salon Interventions
- 1.11 Updating PICs as required to maintain accurate data.
- 1.12 Acting as Fire Marshall including carrying out monthly checks on the fire horns
- 1.13 Carry out annual Office risk assessments and updating the risk assessment schedule.
- 1.14 Supporting the administration of the TAQA course

2 MARKETING COMMUNICATIONS

Promote ITS to existing and prospective learners and employers and develop relationships that raise awareness about opportunities and lead to an increase in learner numbers.

- 2.1 Gathering and collating marketing intelligence for the annual review and update of the marketing strategy.

- 2.2 Creating new employer leads through targeted cold calling, on foot marketing and attendance at careers events.
- 2.4 Gathering intelligence for the annual risk assessment of partner salons and managing the partner salon intervention process.
- 2.5 Conducting regular courtesy calls to partner salons to measure service user satisfaction and identify future plans.
- 2.6 Promoting ITS to the careers service, schools, federations, Job Centre Plus and any other relevant organisations.
- 2.7 Reviewing, maintaining and improving all marketing related systems and documents.
- 2.8 Using Recruit an Apprenticeship (RAA), social media and other recruitment avenues to promote vacancies and source candidates.
- 2.9 Updating the salon vacancy board.

3 LEARNER ENGAGEMENT

Liaise with prospective learners to encourage engagement in the opportunities available and to support learner recruitment.

- 3.1 Recording and following up leads from careers events to support young people's applications for apprenticeships.
- 3.2 Supporting learners to gain Saturday work and/or work experience in partner salons to strengthen their prospects of securing work based learning opportunities
- 3.3 Liaising with employers about learner vacancies to effectively promote opportunities to young people
- 3.4 Identifying, coordinating and matching learners to salon vacancies.
- 3.5 Contacting new learners and their parent or carer 3 to 4 weeks after their start date.
- 3.6 Providing accurate and impartial information, advice and guidance

4 EMPLOYER ENGAGEMENT

Build strong relationships with new and existing partner salons to enhance ITS's reputation, sustain customer loyalty and increase participation.

- 4.1 Engaging new employers and re-engaging dormant or current employers.
- 4.2 Maintaining the 'live' partner salon database.
- 4.3 Conducting initial health and safety assessments of employers' premises and following up actions to ensure requirements are met
- 4.4 Maintaining employer liability insurance records of partner salons to ensure compliance
- 4.5 Advising Trainer/Assessors when employers' health and safety reviews are due and monitoring the completion and return of associated records.

5 SERVICE USER FEEDBACK

Gain and analyse feedback to measure levels of customer satisfaction, which informs improvement planning.

- 5.1 Driving the completion of external surveys including 'FE Choices' and Ofsted's 'Learner Voice' and employer surveys.
- 5.2 Maintaining records of the above surveys and producing reports used to measure performance and effectiveness
- 5.3 Monitoring the completion of internal surveys by learners, employers and in-salon assessors.
- 5.4 Producing reports on survey results as required and distributing as necessary.

6. OTHER DUTIES

Support the operations of ITS to enhance the culture of a learning environment that is focussed on the needs of its service users.

- 6.1 Maintaining your Outlook email folders and keeping your calendar up to date
- 6.2 Undertaking CPD activities and maintaining a CPD Profile.
- 6.3 Contributing to the company's self-assessment.
- 6.4 Participating in improvement planning activities.
- 6.5 Making a contribution in the preparations for external audits and inspections.
- 6.6 Contributing to the management of a healthy, safe and secure work environment.
- 6.7 Actively promote equality of opportunity and diversity.
- 6.8 Actively safeguard learners by taking positive action should there be reason to believe a learner's health, safety or welfare is under potential threat.
- 6.9 Attending meetings and taking minutes as required.
- 6.10 Participating in the company's performance appraisal process.
- 6.11 Keeping abreast of changes and developments within the Further Education and Skills sector.
- 6.12 Submitting travel expenses to the office each week.
- 6.13 Supporting team members during sickness and holiday absence
- 6.14 Providing IT support to colleagues.
- 6.15 Undertaking other tasks or duties as required by your line manager.

PERSON SPECIFICATION

Essential Qualifications

1. English and maths GCSE grade A* - C (or equivalent)
2. Full driving licence
3. A qualification related to the duties of this post (e.g. admin, business, marketing etc.)

Essential Experience

4. Using Microsoft office to accurately maintain Electronic records
5. Using Microsoft outlook to effectively diarise and plan
6. Preparing and presenting reports
7. Collating, analysing and reporting statistics
8. Cold calling (sales) and following-up leads
9. Liaising with customers to promote services
10. Prioritising, meeting deadlines and multi-tasking
11. Developing effective working relationships
12. Arranging meetings and taking minutes

Essential Skills and Attributes

13. Proactive, flexible and using initiative
14. Excellent team player
15. Willingness to drive own vehicle to business appointments, meetings and events
16. Professional telephone manner
17. Confidence to represent ITS at promotional events
18. Possess high level ICT competences (Excel, Word and PowerPoint, email and internet)
19. Accurate data input
20. Proven interpersonal skills
21. Discretion and compliance to Data Protection requirements