

Capel Manor College

Student Recruitment Officer London Talent Pathways Programme

Job Description & Person Specification



JOB DESCRIPTION & PERSON SPECIFICATION

JOB DESCRIPTION

Post	Student Recruitment Officer (London Talent Pathways Programme)
Scale	Business & Learning Support
Grade	SO1 points 26-29
Responsible to	Marketing and Student Recruitment Performance Team Leader
Location	Enfield
Contract	Full time, Fixed Term

Key Responsibilities:

The key responsibility of the Student Recruitment Officer is to play a key role in achieving the London Talent Pathways programme recruitment targets by promoting the College's Skills Development provision for adult learners across London. The Student Recruitment Officer will develop relationships with community organisations, Jobcentre Plus, employers, local authorities, housing associations, charities and referral agencies to generate high-quality learner applications.

Responsibilities:

- Promote and raise awareness of Capel Manor College's Skills Development and London Talent Pathways programmes for adult learners across London.
- Develop and deliver an annual outreach and recruitment plan targeting adult learners through community-based engagement activities.
- Build productive relationships with Jobcentre Plus, employment support providers, local authorities, referral agencies and employers to maximise learner recruitment opportunities.
- Deliver engaging recruitment presentations, information sessions, workshops and careers events both on and off campus for adult audiences.
- Represent the College at recruitment events, employment fairs, careers fairs and community events across London.
- Support the development of innovative recruitment campaigns aimed at adults seeking employment, career progression or retraining within London's green economy.
- Promote progression opportunities available through the London Talent Pathways Programme, including vocational training, employability support, work placements and higher-level learning.
- Work collaboratively with curriculum teams to showcase Skills Development programmes and facilitate taster sessions where appropriate.

Learner information, advice and guidance

- Provide high quality information, advice and guidance to prospective learners regarding eligibility, funding, course selection and progression opportunities.
- Support prospective learners throughout the application, enrolment and onboarding process, ensuring an outstanding customer experience.
- Identify and respond appropriately to barriers in participation, referring learners to appropriate support services where required.
- Ensure recruitment activities promote equality of opportunity and widen participation amongst priority learner groups.

Partnership working

- Develop effective working relationships with internal colleagues, including Marketing, Admissions, Employer Engagement, Student Services and Curriculum teams.
- Work closely with delivery partners and referral organisations to maintain strong referral pipelines throughout the life of the project
- Support employer engagement activity by promoting training opportunities aligned to employer workforce needs and London's green skills agenda.

Performance monitoring

- Maintain accurate records of recruitment activity using College CRM and student record systems.
- Monitor enquiries, applications, enrolments and conversion rates against agreed recruitment targets.
- Produce reports on recruitment activity, learner engagement and pipeline performance to support project monitoring and continuous improvement.
- Evaluate recruitment campaigns and outreach activities, identifying opportunities to improve learner engagement and recruitment performance.
- Work with the Marketing and Communications team to develop promotional materials, digital campaigns and targeted communications for adult learner audiences.
- Contribute to achieving the contractual learner recruitment targets associated with the London Talent Pathways Programme.

General Responsibilities:

- Promote and implement all College policies, particularly those which refer to health & safety, equality of opportunity and safeguarding young people and vulnerable adults.
- Participate in College programmes of staff appraisal and continuing professional development.
- Develop effective working relationships internally and with external partners.
- To always operate in line with the College's values and behaviours.
- Undertake other duties as may reasonably be required in the interests of the efficient functioning of the College.

PERSON SPECIFICATION

Qualifications

- Degree or equivalent professional qualification or relevant experience (Essential)
- Level 2 qualification (GCSE or equivalent) in English and Maths (Essential)
- Evidence of continuing professional development

Experience

Essential

- Experience of learner, student or customer recruitment, business development, sales, marketing or community engagement.
- Experience of working with adult learners or customers from diverse backgrounds.
- Experience of developing partnerships with external organisations.
- Experience of delivering presentations, workshops or information sessions.
- Experience of meeting recruitment, sales or performance targets.
- Experience of managing a varied workload and completing priorities.

Desirable

- Experience within Further Education, adult education or skills.
- Experience of working on publicly funded programmes.
- Experience using CRM systems such as HubSpot or similar.

Skills, Abilities and Knowledge

- Excellent interpersonal and communication skills.
- Excellent presentation and public speaking skills.
- Strong organisational and administrative skills.
- Ability to work independently and manage multiple priorities.
- Ability to use Microsoft Office and CRM systems effectively.
- Knowledge of London's employment and skills landscape.
- Understanding of widening participation and inclusive recruitment practices.
- Ability to analyse recruitment data and monitor performance against targets.
- Enthusiastic, proactive and self-motivated.

Other Factors

- An understanding of and commitment to safeguarding young people and vulnerable adults.
- Ability to form and maintain appropriate relationships and personal boundaries with children and young people/vulnerable adults.
- Emotional resilience.
- The ability and determination to promote equality, diversity and inclusion throughout all aspects of college life, including employment and service delivery.
- Full UK driving licence and access to transport.
- Willingness to travel across Greater London.