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**JOB DESCRIPTION**

**Job title: Marketing Enquiries Administrator**

**Reporting to: Marketing and Student Recruitment Manager**

**Hours: Part Time/14 hours per week/0.3784 contract**

 **Fixed term until October 2026**

**Salary: Full time salary £23,973 Pro-rata: £9,071**

**Closing Date: 31 October 2025 at 5 pm**

**Job purpose:**

To support RNC recruitment activity through the delivery of high quality administration, tours, events and Pre Entry Assessment activities

**Main duties and responsibilities:**

* Assist with digital marketing activity such as social media, website updates and marketing events
* Monitor the enquiries telephone line and info email account and ensure prompt, accurate responses. Updating college information on councils’ local offer areas.
* Record activity to Databridge promptly, thoroughly and accurately, including creating new records following new enquiries
* Ensure that all requests for prospectuses and other materials are met promptly and in the correct format for each individual
* Record and follow up leads generated through outreach activity, by colleagues or from external enquiries in a timely fashion along with organising the display materials required.
* Maintain relationships among professionals, parents, and young people across the sector.
* Review live records on Databridge and, alongside colleagues, undertake a regular programme of follow up calls and activities to convert enquiries to applications including making and recording calls outside regular office hours
* Support the organisation and delivery of a set of activities which encourage prospective students, trainees and stakeholders on to campus including Have a Go weekends, Professional Development Days and joint events with third parties
* Support the marketing team in the preparation for on and off-campus activities by ensuring that literature, promotional materials and displays are ready in good time
* Act as an advocate for the marketing team and an ambassador for RNC at all times

**Note: This job description covers the main, current duties and responsibilities of the job; however, it is subject to review and amendment in the light of developing or changing organisational needs. Other activities commensurate with this Job Description may from time to time be undertaken by the Job Holder.**

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**PERSON SPECIFICATION –** Marketing Enquiries Administrator

Essential and Desirable criteria will be assessed using a range of methods that may include: application form, interview, task or test, presentation of certificates or required document. Consideration will be given to candidates who may not hold all of the essential requirements but who can demonstrate equivalent and relevant experience.

| **ATTRIBUTES** | **MINIMUM/ ESSENTIAL** | **DESIRABLE**  |
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| Experience | * Demonstrate enthusiasm for working with young people and those with disabilities, ability to communicate effectively with and inspire both groups
* Interpreting market research information to develop targeted campaigns
* Marketing experience and working under pressure
* Working in a target driven environment
 | * Past experience of working with your people with and those disabilities, ability to communicate effectively with and inspire both groups
* Prior experience of recruitment in an education setting
* Contributing to internal and external communication and marketing strategies
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| Knowledge/skills | * Proven influencing and negotiation skills
* A problem high standard of written and oral communication including the ability to adapt messages and styles for different audiences
* Well developed administration and organisation skills and good attention to detail
* Excellent working knowledge of the Microsoft Office suite
 | * Experience of working on a specialist database
* An understanding of the specialist education and work training sector
* Strong networking skills
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| Qualifications and training | * Experience of a marketing and or event organisation role and a demonstratable understanding of both areas
 | A successful track record in a similar role in an education environment* Marketing qualification – level 3
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| Aptitudes and abilities | * A self-motivated individual who contributes well as part of a team but has the initiative and drive to work independently when required.
* Ability to prioritise work and work well under pressure
* A creative and innovative approach to problem solving and a positive approach to work
 | * Be able to work with all levels of student ability
* Clear and articulate
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| Disposition, attitude and motivation | * A genuine people person who enjoys working with others and has a proven ability to build and maintain relationships with colleagues and stakeholders at all levels
* Understanding of safeguarding for our students, and a commitment to safe practice
* Commitment to quality and diversity and its active promotion
 | * Patient and tolerant
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| Additional/other | * Enhanced DBS (Disclosure & Barring Service) disclosure required prior to appointment being confirmed
* Eligibility to work in the UK
* Full driving licence
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