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| **Ref Number:** |  |
| **Job title:** | **Kent-Teach Campaign Coordinator** |
| **Division:** | **HR Connect** |
| **Contract:** | **Permanent and Full-Time** |
| **Responsible to:** | **Kent Teach Team Leader** |

**The Role**

Responsible for working in partnership with organisations to implement creative and innovative solutions to improve their staff recruitment and retention. Providing expert advice on staff recruitment & Staff Retention whilst promoting HR Connect services to support the commercial activity of the business, as well as contributing to the continued success of the Kent-Teach team.

**Key Duties & Responsibilities:**

* Partner with organisations to develop tailored recruitment and retention strategies. Advise on HR Connect services and support when needed.
* Support organisations with creating innovative recruitment & retention strategies, concentrating on succession planning to ensure the best talent is retained.
* Collaborate with the marketing team to develop comprehensive campaign strategies and objectives. Conduct market research and analyse target audience preferences to inform campaign development.
* Monitor and analyse campaign performance metrics to measure the effectiveness of campaigns, whilst using data insights to make informed decisions and adjust strategies as needed.
* Stay updated on industry trends and best practices to continuously enhance campaign effectiveness.
* Suggest and implement process improvements to optimise campaign results.
* Creation of engaging content to be used as promotion across various platforms, including Kent-Teach Websites, Social Media Channels, training courses and face-to-face / virtual events.
* Responsible for maintaining an understanding of current government legislation and act as the subject matter expert in your area. Providing updates to internal and external stakeholders as and when necessary.
* Contribute to the wider activity of the Kent-Teach team, including working on projects to improve candidate & customer engagement, as well as overall Kent-Teach Service and team development.
* Proactively promote the services of the team to generate income through a variety of different campaigns.
* Actively contribute and support the review, design, planning and implementation of the teacher recruitment strategy.
* Actively contribute and support the review, design, planning and implementation www.kent teach.com updating when required.
* Attend Headteacher/Governing body meetings to advise on optimum recruitment strategies and support the design and creation of microsites for headteacher recruitment campaign.

**Further Responsibilities:**

* Monitor competitors and innovations in the education landscape and communicate these to the wider team.
* Attendance at events / exhibitions acting as an ambassador for Kent-Teach and promoting our services.
* Support with the analysis of the Kent-Teach team’s activities and produce reports when required.
* Undertake other duties commensurate with the grade of the post as assigned by the Kent-Teach Team Leader.

**Health, Safety & Wellbeing Considerations**

There is no specific Health, Safety & Wellbeing considerations. This is an office-based job, with a requirement to attend customer sites – as necessary to support.

**Other duties:**

**Health and Safety:** Adhere to the corporate policy on Health and Safety at work as well as taking responsibility for Health and Safety within the area of your control.

**Equality and Diversity:** Work positively in an equal opportunity and diverse environment and respect the unique contribution of every individual.

**Environmental Awareness:** To support the organisation’s corporate Environment Policy by complying with relevant environmental legislation and carrying out your duties in an environmentally responsible manner.

**Person Specification**

The Person Specification details the necessary skills, qualifications, experience or other attributes needed to carry out the job. Please be aware that your application will be measured against the criteria published below.

**\*Criterion to be assessed via:**

**A = application form**

**I = interview questions**

**T = test or presentation at interview**

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| **Qualifications / Training** | **Essential** | **Desirable** | **Assessed via\*** |
| Level 4/5 qualification or demonstrable relevant experience |  |  |  |
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| **Experience** | **Essential** | **Desirable** | **Assessed via\*** |
| High level of experience of customer engagement and partnership working. |  |  |  |
| High level of experience of managing the requirements and expectations of multiple stakeholders. |  |  |  |
| Substantial experience of delivering to deadline and within a budget. |  |  |  |
| Substantial experience in running projects and campaigns from start to completion. |  |  |  |
| Experience working within the education sector. |  |  |  |
| Proven experience in marketing campaign coordination, preferably in the education sector. |  |  |  |
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| **Skills and Abilities** | **Essential** | **Desirable** | **Assessed via\*** |
| Confident interpersonal skills with the ability to engage customers and colleagues at all levels. |  |  |  |
| Demonstrable skills in developing innovative and sustainable solutions to problems. |  |  |  |
| The ability to sell concepts and influence customers and colleagues effectively. |  |  |  |
| Excellent communication skills both written and verbal to a wide range of audiences. |  |  |  |
| Ability to be creative and think “out of the box”, generate ideas, solutions and new products to enhance service offering. |  |  |  |
| Excellent attention to detail with the ability to manage often complex projects and campaigns. |  |  |  |
| Ability to work in a deadline-focused and fast-paced environment |  |  |  |

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| **Knowledge** | **Essential** | **Desirable** | **Assessed via\*** |
| Excellent understanding of when and how to use available channels based on target market segment and product / service. |  |  |  |
| Knowledge of website design and development. |  |  |  |
| A good working knowledge of the wider HR Connect portfolio of products. |  |  |  |
| Knowledge of recognition and reward and how this can support staff retention. |  |  |  |
| Knowledge of the recruitment within the education sector. |  |  |  |

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| **Code of conduct**  We expect our employees to act professionally at all times both internally in the way we treat our colleagues and business partners and externally in the image we project to our customers and suppliers.  **We expect all our team members to:**   * **Be Caring** – about their colleagues, their customers and our business * **Make a Difference** – For tomorrow, do the right thing on a difficult day * **Be Empowered** – to give your best every day, be accountable, challenge in the pursuit of improvement * **Be Creative** – lead the way, be curious and passionate, have the freedom to thrive |

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| **Job Holder’s Signature:** |  | **Date:** |
| **Print Name:** |  | |
| **Line Manager’s Signature:** |  | **Date:** |
| **Print Name:** |  | |