



JOB DESCRIPTION

Post Title: Partnerships and Insights Officer

Purpose: To play a central role in shaping, coordinating and evaluating the College's schools' engagement and recruitment activity with a strong focus on data, digital tools, reporting and insight ensuring that engagement activity is well planned, delivered and linked to impact across the student journey.

Responsible to: Assistant Principal – Digital Marketing and Communications

Liaising with:

Relevant staff with cross college responsibilities, including Senior Leadership Team, College Management Team, Governor, staff and external agencies

Working Time: 8.30 – 4.30 pm Monday to Friday, term time plus 2 weeks (due to the nature of liaison, outreach and enrolment activities, flexibility is required to work alternative hours, including occasional evenings or weekends.

Grade: NJC Sixth Form Colleges Support Staff Pay Spine Point Range from SP7-10.

Main Duties and Responsibilities:

Schools Engagement and Partnerships:

- Plan, manage and evolve the annual school's liaison and engagement calendar
- Represent the College at external engagement activities including school assemblies, parents' evenings, careers fairs and outreach events
- Deliver engaging and effective presentations that bring the College offer to life and centralise the student experience
- Build and maintain effective relationships with partner schools and external stakeholders
- Act as a confident, professional and relatable ambassador for the College
- Engage in student course discussions and supporting prospective students throughout their application journey from initial enquiry through to enrolment.
- Demonstrate a strong knowledge of the College curriculum, courses and progression pathways to provide informed advice and guidance to prospective students, parents and school partners

Coordination and Delivery:

- Coordinate attendance and coverage at engagement events, including periods where multiple activities take place concurrently

- Work closely with the Partnerships Assistant and the Marketing Assistant to organise and support external and on-campus activity
- Ensure engagement activity is well planned, communicated and resourced
- Liaise with curriculum, admissions and marketing colleagues to ensure a joined-up and consistent approach to engagement

Insight, Data and Reporting:

- Maintain accurate and up-to-date records of schools' engagement activity and events
- Track and analyse prospective student engagement and applicant behaviours across the recruitment cycle
- Measure the impact of engagement activity on behaviours such as repeat event attendance, expressions of interest, applications, offers and enrolment
- Use Excel and other digital tools to analyse trends, patterns and outcomes linked to specific events and activities
- Produce clear, meaningful reports that demonstrate how engagement activity influences applicant behaviour and conversion
- Work closely with the Admissions Officer to map the student journey from engagement through to application and enrolment
- Use insight to inform planning, prioritisation and continuous improvement.

Digital Tools, Presentations and Innovation:

- Use digital tools and systems to support planning, coordination, delivery and reporting
- Deliver high-impact presentations that are engaging, professional and tailored to different audiences
- Use technology to improve the consistency and quality of the student experience at engagement events
- Bring ideas, curiosity and creativity to the development of school's engagement and partnerships activity

Other specific duties

- To play a full part in the life of the College community, to support its distinctive mission and ethos and to encourage staff and students to follow this example.
- To promote actively all of the College's policies and procedures, most notably Safeguarding and Child Protection, Health and Safety, Excellence Through Inclusion and Data Protection.

Staff Development

- To undertake staff development where appropriate.
- To take part in the College's appraisal process.

Deployment of Staff

- To ensure that appropriate arrangements for cover are made when absent.
- To work as part of a team and to ensure effective working relations.

Quality Assurance

- To ensure the effective operation of quality assurance systems.
- To contribute to the process of the setting of targets within the department and to work towards their achievement.
- To assist with the implementation of College quality procedures, especially through contribution to the self-assessment process.

Management of Resources

- To contribute to the maintenance of an attractive working environment in your area.

Other

- To undertake any other duties the Principal or their designated alternate may reasonably direct from time to time within the context of the St John Rigby College contract.
- This job description is subject to periodic review and amendment.

It is agreed that the above is a brief and concise description of the above job.	
Date:	July 2026
Prepared by:	Laura Murphy, Assistant Principal – Digital Marketing and Communications
Approved by:	Paula Nolan, Principal