



Job Description:

School Liaison Officer



School Liaison Officer

REF: I&A013-812

The role:

As part of the wider Marketing Team, the School Liaison Officer is a key role in ensuring that the College effectively engages with young people, their parents, carers, teachers and careers advisers, making them fully aware of the range of progression opportunities available at Southport College and KGV. Focusing mainly on Year 8 to Year 11 pupils, the position involves relationship building with staff and pupils at local/regional schools and careers centres through frequent visits and attendance at a wide range of external day and evening events. Internally, the post holder will play a significant role in the planning and running of taster days, master classes, discovery days, skills challenges and other relevant introductory events for prospective students, as well as conducting pre booked tours of our campuses for small school groups and also families.

Responsible to:

The postholder is responsible to the Head of Marketing.

Key Accountabilities and Responsibilities:

- Visit schools to deliver and present information about progression opportunities available at KGV and Southport College, to pupils in Years 8 – 11 and particularly years 10 & 11, confidently presenting to both small and larger audiences.
- Support the transition of young people into College by providing information, both at external events and during visits to the College. Ensuring that relationships are built and maintained with potential students, utilising a variety of approaches.
- Inform parents and guardians of post-16 options and progression routes through attendance at school parents' evenings and information evenings.
- Provide informative and friendly tours of the College for families and smaller school groups.
- Play a key role in the planning and running of a wide range of introductory events for prospective students, including but not limited to taster days, master classes, discovery days and skills challenges; and assist the wider marketing team in the running of open days and evenings.
- Liaise with all our partner schools to encourage student attendance and active participation at all our taster and recruitment events.
- Collaborate with the wider College teams to develop and communicate in depth knowledge of the College offer for school leavers including apprenticeship pathways and positively promote the appropriate route for potential students.
- Work with our teaching staff, contributing to the planning, design and creation of a range of dynamic, interactive activities to engage young people. Ensuring the activities offered at taster days etc are high quality and inspiring to our prospective students.

- Establish positive partnerships with schools and other key stakeholders such as careers advisers and plan and host our annual careers staff briefing, ensuring the key stakeholders attend.
- Help run College Course Discussion evenings, holding individual course discussions with pupils if necessary and maintaining positive relationships with our panel of Course Discussion Interviewers.
- Contribute to achieving the College recruitment targets and strategic plan, particularly in relation to schools, as directed by the Head of Marketing.
- Keep the digital marketing officer aware of school liaison activity to be promoted on social media platforms.
- Gather and collate data in relation to school liaison activity.
- Keep abreast of new qualification routes and options available to those looking to enter Further Education.
- Travel to and from schools and external meetings as appropriate, often transporting heavy boxes of promotional materials to locations including those not always accessible by public transport.
- Attend evening events both at schools and in College as required.
- Undertake a range of administration duties, as directed by Head of Marketing.
- Use College IT systems in order to complete your duties and responsibilities.
- The post-holder will be expected to work flexibly and to undertake any other duties that may, from time to time, be reasonably allocated by the line manager.

The above duties are indicative of the requirements of the post at the time of recruitment. It is management policy that roles and responsibilities are reviewed on a regular basis leading to possible modifications where appropriate. Staff may be asked to undertake other duties as may be reasonably required commensurate with the post, at the initial place of work or at other locations from which the College operates.

The Person:

The successful candidate will be the one whose professional and personal qualities correlate most closely with the following profile:

Qualifications and Attainments	Essential/ Desirable	Method of Assessment
Level 6 qualification (degree level)	D	A
Level 2 qualification in English (or a willingness to work towards achieving)	E	A
Level 2 qualification in Mathematics (or a willingness to work towards achieving)	E	A

Experience		
Experience of delivering information in an engaging format to school aged audiences e.g. formal presentations, interactive group sessions, one-to-one discussions etc.	D	I/AS
Experience of working in a target driven environment	E	A/I
Experience of playing a role in event management and or student engagement.	D	I/AS

Knowledge, Skills and Attributes		
Understanding of the range of educational opportunities available to young people leaving school.	D	I
Excellent time management and organisational skills.	E	I
Proficient IT skills: Word, Excel, Databases, PowerPoint	E	I
Strong presentation skills and ability to present complex information to a variety of audiences, including large groups.	E	AS/I
Ability to work using own initiative.	E	I
Ability to work as part of a team on a deadline driven project	E	I
Commitment to delivering excellent customer service.	E	I
Commitment to equality of opportunity.	E	I
Commitment to continuous improvement.	E	I
Ability to work evenings.	E	A
Car driver or able to prove sufficient mobility appropriate for the duties of the post	E	A
Ability to work in a way that promotes the safety and wellbeing of children & young people	E	I
To work in accordance with and promote the Southport Education Group's Staff Charter, "Our Values"	E	I
Positive, flexible and adaptable approach	E	I
Willingness to commit to adhering to Southport Education Group policies and procedures with regards to Safeguarding, Prevent, Equality & Diversity, Health & Safety, GDPR etc.	E	I

Method of Assessment: A – Application, I – Interview, AS – Assessment

Salary:

£27,198.00 to £29,472.00 per annum

Summary of Terms and Conditions of Employment:

There will be an annualised working year of 1,498 hours. The weekly pattern of hours to be worked are commensurate with the needs of the College.

The post-holder will be entitled to receive normal remuneration for all Bank and Public Holidays normally observed in England and Wales (currently eight days) and to a further 39 working days' holiday in each holiday year (being the period from 1 September to 31 August). The College may

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close for a number of working days in the interest of efficiency. If this occurs the taking of annual leave will be directed by the Corporation up to a maximum of 9 days. Typically, these closures occur over the Christmas and Easter periods.

Evening and/or early morning duty may be necessary during August, September and January for enrolment/examination registration and general enquiries. Annual leave may not be taken from 20 August until the 2nd week in September.

The postholder will be eligible to contribute automatically to the Merseyside Pension Fund (subject to qualifying conditions). Details of the scheme in operation can be found in the vacancies area of the College's website.

During their employment with the College the postholder will be expected to conduct themselves in a manner appropriate to the professional image of the College. The postholder will be expected to provide a prompt and efficient service and to maintain appropriate standards of personal appearance at all times.

A disclosure from the Disclosure and Barring Service (DBS) will be requested in the event of a successful application to this post.

All applications for disclosures are dealt with in accordance with the DBS's Code of Practice and the College's Policies on The Recruitment of Ex-Offenders and on The Storage, Handling, Use, Retention and Disposal of Disclosures and Disclosure Information. Copies of the Code of Practice are available from the Human Resources Department on request. Copies of the policies are available on the College's website on www.southport.ac.uk and the College's Intranet.

Southport Education Group is committed to safeguarding and promoting the welfare of children and young people. Copies of the College's Child Protection and Vulnerable Adults Policy and Procedures are available on the College's website on www.southport.ac.uk and the College's Intranet.

Timetable for Appointment:

Deadline for receipt of applications: Wednesday 10th December 2025 (10:00am)

Interviews will be held: Tuesday 16th December 2025

Application Procedure:

An application form should be completed and supported by a letter of application, which succinctly but comprehensively identifies your reasons for applying and how your career to date may have equipped you for the post.

Completed applications should be returned via email to personnel@southport.ac.uk

CVs alone will not be accepted.

Upon receipt of your emailed application form, we will acknowledge your application via return email. If you haven't received a confirmation email prior to the closing date for the vacancy, please check your 'spam' or 'junk mail' folder. If the email is in this folder, please mark it as 'not spam/junk'. This should ensure that any further emails we send to you are not missed.

In the interests of economy, you will not hear from us again unless you are shortlisted. Your interest in the post is greatly appreciated.

