**Job Description**

**Post:** Employability & Creative Industry Liaison Manager

**Location:** Hartlepool

**Scale:** Senior Manager up to point and inc. 4

**Line Manager:** Vice Principal (Higher Education)

**Safeguarding Statement:**

The Northern School of Art recognises that it has a statutory and moral duty to promote and safeguard the welfare of its students who are under the age of 18 and of its vulnerable adults.

# Job Purpose:

To manage and deliver employability services to students under the Folio banner. To foster and nurture relationships with our alumni. To develop and maintain relationships with creative sector organisations and companies. The postholder will be expected to collaborate closely with the Student Engagement Manager and other managers working to enhance student experience.

# Main Duties and Responsibilities:

1. Management of employability extra-curricular support to students – freelancing/mentorships/branding/extra-curricular projects for live clients. Provide employability support to students and alumni – offering individual support and mentoring as well as small group sessions;
2. Editorial committee for student magazine supporting research and scholarly activity within the school;
3. Business development with creative industries, locally and regionally leading to collaboration, potential visiting professionals and work experience or employment opportunities;
4. Liaison with third party organisations on joint initiatives ie Arts Council projects and subsequent coordination of The School’s involvement;
5. Graduate outcomes. Support the delivery of the national Graduate Outcomes survey – liaising with HESA and OfS – and analyse and report on the results within the context of the HE sector;
6. Job/creative opportunity support to alumni – first line contact for alumni. Creation of jobs/opportunities boards within folio both physically and electronically;

1. Development of relationships between The Northern Film Studio and students to ensure of extra-curricular enhancements which support the film studio productions;
2. Working with senior lecturer for Scholarly and Research on external support, funding for projects which are relevant to the themes of student body;
3. Ongoing research on topics important to students/young people and ensure that all strategies/operational tactics relating to student experience link in with research;

In collaboration with the Student Engagement Manager:

1. Coordination and management of Graduation congregation and celebration;
2. Creation and development of Folio as student experience drop in centre – volunteer opportunities boards, details on internships, guides for world travel and signposting to reputable firms, self-employment how to guides;
3. Development of a socially-conscious student body and development of a scheme of driving social change through national and regional representation of events i.e. Pride, NUS demonstrations.

**General Accountabilities:**

1. Ensure other members of the department have information to cover effectively for you in your absence.
2. To engage in professional development and networking to ensure that professional, and strategic contributions are up-to-date.
3. Ensure that the Corporation’s Health & Safety Policy is adhered to at all times and take responsibility for general health and safety housekeeping within your work area.
4. Participate actively in the performance management scheme, agreeing objectives, attending reviews and undertaking professional development as required.
5. Ensure that the Corporation’s Equality and Diversity policy is adhered to at all times and tackle or report discrimination and harassment wherever it occurs.
6. Ensure the safeguarding of learners at all times and report any potential issues without delay.
7. All employees are expected to be fully committed to policies/processes on equality, diversity, safeguarding and the Prevent Agenda.
8. Any other duties commensurate with the nature and level of the post, as directed by the Vice Principal (Higher Education), or the Principal.
9. This list is not exhaustive and is only an indication of responsibilities.

Signed: Dated:

Employability & Creative Industry Liaison Manager

Signed: Dated:

Vice Principal (HE)

### Person Specification - Employability & Creative Industry Liaison Manager

| Specification, whether essential or desirable and where the specification will be assessed. | Essential | Desirable | Application form / CV | Interview / Selection test | References |
| --- | --- | --- | --- | --- | --- |
| Qualifications |  |  |  |  |  |
| Relevant degree (or equivalent) and/or relevant commercial experience | Y |  | Y |  | Y |
| Access to transport for work purposes |  | Y | Y |  |  |
| Diploma in Marketing or other relevant marketing |  | Y | Y |  | Y |
| Membership of Chartered Institute of Marketing (CiM) or other relevant professional organisation |  | Y | Y |  | Y |
| Experience/knowledge |  |  |  |  |  |
| Experience of working with children or vulnerable adults |  | Y | Y |  |  |
| Awareness of potential markets – an understanding of market segmentation and concepts of internal and external markets | Y |  | Y | Y | Y |
| Minimum 3 years experience of research, marketing, student recruitment or other similar function | Y |  | Y | Y | Y |
| Knowledge of marketing or student recruitment strategies | Y |  | Y | Y | Y |
| Experience of setting up and managing events | Y |  | Y | Y | Y |
| PC literate preferably with knowledge of Microsoft Office and bespoke database applications | Y |  | Y | Y | Y |
| Experience of database management – use and manipulation of data in a bespoke database | Y |  | Y | Y | Y |
| Experience / knowledge / skills in e-marketing solutions, to include use of social networking sites for promotional campaigns | Y |  | Y | Y | Y |
| Experience in education – knowledge of sector markets |  | Y | Y | Y | Y |
| Experience of budget monitoring |  | Y | Y | Y | Y |
| Experience of project management |  | Y | Y | Y | Y |
| Experience in, or ability to write effective reports | Y |  | Y | Y | Y |
| Experience of data collection and manipulation | Y |  | Y | Y | Y |
| Experience of database report writing to extract data | Y |  | Y | Y | Y |
| Experience of using statistical data to evaluate success and inform planning | Y |  | Y | Y | Y |
| Skills and abilities |  |  | Y |  |  |
| Able to get on with other people – to quickly develop relationships with partners, both internal and external to achieve student recruitment objectives | Y |  | Y | Y | Y |
| Effective verbal and face to face communication skills: able to deliver presentations in a variety of environments and negotiate with key stakeholders | Y |  | Y | Y | Y |
| Professional presentation of self | Y |  | Y | Y | Y |
| Effective written communication skills – able to write evaluative reports, procedures etc. | Y |  | Y |  | Y |
| Organisational skills and the ability to effectively prioritise and plan work | Y |  | Y | Y | Y |
| A self starter and innovative thinker, able to initiate creative solutions to achieve the end result | Y |  | Y | Y | Y |
| Positive attitude | Y |  | Y | Y | Y |
| Pro-active – ensuring research is conducted, data is collected and can be used to inform decisions that are taken forward | Y |  | Y | Y | Y |
| Able to maintain a focus on the bigger picture – a strategic focus to daily work | Y |  | Y | Y | Y |
| Adaptable and flexible to ensure effective service delivery | Y |  | Y | Y | Y |
| Able to set realistic targets and ensure their delivery to tight deadlines | Y |  | Y | Y | Y |