

JOB DESCRIPTION

Post:	External Engagement Manager
Scale:	Scale 6
Responsible to:	Assistant Principal – Business Support & Development
Direct reports:	Admissions staff, Receptionist, Partnerships Officer

Key purpose of the role:

- To manage all aspects of external engagement and partnerships
- To develop and manage the college admissions process ensuring a learner focused approach
- To monitor and manage the college's recruitment performance
- To lead the colleges marketing function including the planning and delivery of all aspects of the colleges marketing activity.

Role outline – Main Responsibilities:

- To cultivate and manage key partnerships, relationships and networks that will further benefit the colleges wider strategic priorities.
- Manage the development and tracking of key partners via strong management processes, and the development of a new customer relationship management (CRM) system.
- Lead external communications in collaboration with the college's leadership team and HR function.
- Manage both internal and external events for the college
- Actively engage as a member of the wider management team, contributing to meetings and coordinating the management of staff to deliver agreed operational objectives.
- As a member of the wider management team, act as operational lead for the college and lead day to day operational activities when rota'd (including weekend).
- Act as a member of the colleges Safeguarding Team
- Line management of direct reports
- Develop and manage the learner journey with specific focus on learner experience, compliancy and admission rates.
- Monitor and manage recruitment performance, taking specific actions to drive enrolment numbers, reduce cancellations and increase conversion rates.
- Manage the development of a comprehensive and supportive IAG process.
- Plan and deliver the college's marketing campaigns and activity, ensuring it supports the college to achieve operational and equality targets.
- Liaise with curriculum staff to develop a professional marketing offer that is informative, appealing and accessible to current and targeted demographics.
- Manage the college's online profile including its website, social media platforms and streaming services.
- Ensure a data driven and digital approach to learner journey processes and marketing related activities.
- Ensure reception is a welcoming and supportive first point of contact for learners and visitors.
- Budgetary responsibilities for the responsible areas ensuring value for money and efficacy.

Generic for level:

- Act as an advocate for Fircroft students



- Ensure that identified best practice and policy within area is implemented through our people, practices and processes.
- Actively participate in performance management of self and line management reports.
- Promote Fircroft College's commitment to Equality, Diversity and Inclusion.
- Have a duty of care to yourself and others regarding Health and Safety issues and ensure the colleges Health and Safety Policies and procedures are implemented.
- Actively promote the College's Safeguarding and Prevent policies and be aware of own responsibilities to report concerns.
- Attend training and development opportunities and keep up with changes to law and legislation affecting your role and the College.
- Comply with and actively promote College policies and procedures.
- Cover for other members of your team when required.
- Support the budgeting and monitoring of income and expenditure in this area where appropriate

Competencies and behaviours:

- **Inspires** and supports others to achieve results.
- Demonstrates and promotes the values of Fircroft College
- Clearly articulates the Fircroft College mission and commitment to **transformative** education within the college.
- Understands and responds to stakeholder needs.
- Student and Customer focussed.
- Gathers and analyses data to make sound decisions.
- Plans and organises work, including managing budgets (where appropriate).
- Works **collaboratively** with internal and external stakeholders.
- Encourages and **supports** organisation and individual learning to achieve continual improvement.
- Commits to own personal continuous **development**.
- Creative and innovative.
- Flexible and responsive to change.
- Communicates effectively and uses appropriate communication channels, keeping others informed.
- Promotes and creates culture of **inclusion** demonstrated through courtesy and respect for difference.
- Empowers colleagues to achieve.

This Job Description is current at the date shown below, and is a guide to the work you will be required to undertake. In consultation with the post holder, it may be changed from time to time by the College to meet changing circumstances.

February 2026

CONDITIONS OF SERVICE

The appointment is subject to the Conditions of Service for Business Support Staff.

SALARY

The salary range for this post is scale 6, currently from £33,477 to £36,577 per annum pro rata.

HOURS OF WORK



The hours of work will be based on 37.5 hours per week, 52 weeks per annum. This will include evening and occasional overnight or weekend cover.

ANNUAL LEAVE

The post carries 32 annual leave days per annum, pro rata, plus eight public bank holidays. 6 of these annual leave days must be taken during our shutdown period over Christmas.

PENSION SCHEME

The College operates a 'Peoples Pension' pension scheme. For more information please contact our Finance team.

PROBATIONARY PERIOD

All externally newly appointed business support staff have to serve a 6 month probationary period.

LOCATION

The successful applicant will be based at Fircroft College in Selly Oak.

MEDICAL

The successful applicant will be required to satisfy the Medical Officer as to his/her fitness to carry out the duties of the post.

RECRUITMENT OF EX-OFFENDERS

The College is committed to the fair treatment of its staff, potential staff or users of its services, regardless of race, gender religion, sexual orientation, responsibilities for dependants, age, physical/mental disability or offending background.

As an organisation we use the Disclosure & Barring Service (DBS) to assess the suitability of all prospective appointments. We undertake not to discriminate unfairly against any subject of a Disclosure on the basis of conviction or other information revealed.

Applicants/employees are required to declare any pending criminal prosecutions they may have as well as any spent criminal convictions, cautions, reprimands and final warnings as defined under the Rehabilitation of Offenders Act 1974 (Exceptions) Order 1975. The only exception to this requirement is that applicants/employees do not need to disclose any 'protected' cautions, or convictions as defined by the Rehabilitation of Offenders Act 1974 (Exceptions) Order 1975 (Amendment) (England and Wales) Order 2013 and 2020.

Having a criminal record will not necessarily bar you from working with us. This will depend on the nature of the position and the circumstances and background of any offences.

DISCLOSURE & BARRING CHECK

A Disclosure & Barring Service check will be sought for the successful applicant.

SAFEGUARDING

The College is committed to safeguarding and promoting the welfare of children, young people and vulnerable adults, and expects all staff and volunteers to share this commitment.



All newly appointed staff will be required to undertake safeguarding training following their appointment.

TRAINING

Undertake any appropriate training and development as required, including Health and Safety.

SMOKING POLICY

For health and safety reasons, Fircroft College has designated smoking shelters and smoking is not permitted in any area other than these.

APPLICANTS WITH DISABILITIES

Candidates with a disability should contact the HR Department before interview if they require any adjustments to be made for the interview and/or selection tests.

Person Specification

Qualifications, Attainments or Experience	Essential or Desirable	How this will be assessed
Experience of managing a learner driven function	Essential	Application Form
Experience of managing a diverse team in a busy college environment	Essential	Application Form
Experience of delivering Information, Advice & Guidance	Essential	Application Form
Experience managing a performance driven, target focused function	Essential	Application form
Experience of managing funding compliancy	Essential	Application Form
Experience in a relevant role covering a wide range of marketing activity and campaigns	Essential	Application form
Experience in developing external relationships, building partnerships and networks	Essential	Application form
Relevant business or marketing qualification	Desirable	Application Form
Experience managing or hosting events	Desirable	Application Form
Previous experience in education or third sector marketing role	Desirable	Application Form
Previous responsibility in brand management and PR	Essential	Application Form
Experience working with digital marketing software, platforms and websites	Essential	Application Form / Interview
Relevant degree level qualification	Desirable	Application Form / Interview

Knowledge / Skills / Competencies	Essential or Desirable	How this will be assessed
Good customer service skills and the ability to deal with a range of people from diverse backgrounds	Essential	Application Form
Good IT skills with a data led approach to tracking and monitoring performance	Essential	Application Form
Ability to analyse data and draw conclusions, communicate effectively information and ultimately act upon available information	Essential	Application Form / Interview
Excellent organisation and co-ordination skills	Essential	Application Form / Interview
Flexible and able to cope with difficult situations	Essential	Application Form / Interview
An awareness and commitment to Safeguarding and prevent duties	Essential	Application Form / Interview
An awareness and commitment to Equality, Diversity and Inclusion	Essential	Application Form / Interview
Excellent communication skills	Essential	Application Form / Interview



Able to cover for a senior leader	Essential	Application Form / Interview
Trustworthy and professional	Essential	Application Form / Interview
Collaborative and a team player	Essential	Application Form / Interview
Prepared to work flexibly	Essential	Application Form / Interview
Able to work occasionally at the weekend	Essential	Application Form / Interview