

Job Description

Job Title: Social Media and Recruitment Lead	Service Area: Business Development Team
Grade: PO6 Hours: 36 hrs pw	Job Number:
Date last updated: June 2024	Date of last evaluation:

Our purpose is to advance children and young people's education and improve the lives of all members of the community. We provide solutions that free up leadership time allowing schools to concentrate on teaching and learning through a one-stop shop for school services. Providing flexible and bespoke support for schools' Education ICT, HR, Governor Services and School Management.

All NPW employees are expected to deliver high performance, be focused on continuous improvement and development, work flexibly, and be customer-focused.

Job Context

The Social Media and Recruitment Lead is a dynamic role that combines expertise in digital marketing and talent acquisition in the education sector.

The post holder will drive successful recruitment campaigns in appointing senior school leaders and hard-to-recruit roles in the education sector, utilising innovative technology to showcase and market schools. The post holder will be confident in using social media and translating school and multi-academy trust requirements into recruitment packs to attract the very best candidates.

This is a key leadership role within the Business Development Team at The Education Space, with line management responsibility for the recruitment team (up to 5 staff).

Key measures

- Produce regular social media content for The Education Space
- Meet SLA recruitment targets (e.g. contracts issued within 10 working days)
- Achieve client satisfaction rating target of 95%
- Meet team and individual and consultancy income targets
- Work as part of a wider team and contribute to the vision of 'preparing children for the future'

Key accountabilities

Social Media and Marketing:

1. Build effective social media strategies that promote The Education Space's vision and values
 - a. Identify and collaborate with 'influencers' in the education sector
 - b. Build tailored campaigns for all of The Education Space services
 - c. Develop and implement comprehensive social media strategies aligned with the institution's goals.
2. Create original content that engages the education sector
 - a. Take lead responsibility for content creation, Create, curate, and manage all published content (images, video, written) across various social media platforms.
 - b. Identify target audiences and create content plans to engage them effectively.
 - c. Collaborate with all departments to highlight programs, events, and achievements.
 - d. Follow trends and ensure The Education Space is delivering up to date content.
3. Develop tailored social media campaigns for schools and multi-academy trusts
 - a. Support the Web Team in building recruitment microsites for senior recruitment positions
 - b. Work with school leadership teams and CEOs to ensure that content is aligned to the school's vision, priorities and that social activity is clearly linked with commercial requirements
 - c. Ensure that Social Media Service Standards and KPI are delivered
4. Monitor social media analytics
 - a. Utilise Data to ensure that The Education Space is maximising its potential
 - b. Ensure social media posts are consistent with Brand Guidelines and vision and messaging
 - c. Ensure that Engagement statistics are reviewed to drive future content based on what our audience is consuming.

Recruitment:

1. Line manage the recruitment team
 - a. Plan and coordinate work
 - b. Ensure SLA service standards are met
 - c. Provide monthly KPI reports
2. Take a lead on recruitment for schools building recruitment packs for schools...
 - a. Meet with school leaders to determine requirements

- b. Develop a strategy for senior level recruitment, that drives increase in spend per post, and ensures a high quality recruitment package that is desired by Schools.
3. Support the Head of HR in managing the recruitment of headteacher and director level positions in schools and multi-academy trusts
 - a. Provide advice and guidance as required, and provide direct support in relation to the recruitment of Headteachers and Deputy Headteachers across our client base in consultation with governors, head teachers and Local Authority representatives.
 - b. In conjunction with the HR Operations team and external partners develop and implement appropriate recruitment solutions.
4. Deliver an effective recruitment SLA for schools and multi-academy trusts
 - a. Meet SLA/KPI targets
 - b. Ensure Income and consultancy targets are met
 - c. Deliver a Vetting and checks process that is profitable and provides value for money to schools, including Online searches in line with KCSiE requirements

Working Conditions/Circumstances

- The post holder will be required to work at other establishments both within and external to Newham. Access to a car and a full clean driver's licence is required as it will not always be suitable to travel to external establishments or sites within Newham by public transport to be able to deliver services efficiently.
- The postholder will on occasion be required to attend meetings and deliver training/briefing sessions, in the evenings. Therefore a degree of flexibility is required in attendance patterns to accommodate such circumstances.
- All staff are expected to demonstrate a flexible approach in the delivery of work within the service. They are required to be proactive members of the HR team and work closely with all other members to ensure both timely and best outcomes are achieved for all customers. To support this approach, all HR and Payroll staff may be required to work with external and internal partners, work across formal lines of accountability and perform duties not specifically identified in the job description but which are in line with the general level of responsibility of the post.
- All staff are expected to act as ambassadors for all services offered by The Education Space. All staff are required to develop a good understanding of all services offered and proactively promote these to existing and potential customers as appropriate.

Person Specification

SAFEGUARDING

We are committed to safeguarding and promoting the welfare of children and young people. All employees are expected to share this commitment by ensuring that safeguarding procedures are followed in the course of their work.

EQUALITY AND DIVERSITY

We are committed to and champion equality and diversity in all aspects of employment with NPW. All employees are expected to understand and promote our Equality and Diversity Policy in the course of their work.

Key Criteria

Criteria E = Essential, D = Desirable	
Skills and Abilities <ul style="list-style-type: none"> Ability to collect, assimilate, interpret and analyse a wide range of information including statistics to identify and prioritise key issues Ability to think and act strategically, using innovation as well as best practice, to produce plans and strategies to address identified issues Ability to draft reports, produce appropriate graphical and statistical information and develop creative publicity material Excellent communication and interpersonal skills to advise, influence, persuade, gain cooperation and negotiate with a wide range of internal and external customers and stakeholders Ability to advise on recruitment and selection processes, including conducting interviews Ability to respond positively to changing priorities and new initiatives Ability to use MS Outlook to a good working standard, including Word, Excel, PowerPoint and Publisher 	E E E E E E E
Experience <ul style="list-style-type: none"> Experience in successfully instigating, planning and developing projects Experience in initiating and managing change Experience in successfully developing and implementing effective administration processes and routines 	E E E
Qualifications <ul style="list-style-type: none"> A relevant qualification in either Social media or Recruitment fields 	E

<p>Knowledge</p> <ul style="list-style-type: none"> • Awareness of national and local recruitment and retention issues • Knowledge of teacher training requirements and government initiatives • Awareness of issues affecting teachers' career choices • Knowledge of Social Media platforms and trends 	<p>E E D E</p>
<p>Personal Attributes and Other Requirement</p> <ul style="list-style-type: none"> • Adaptable and flexible • Proactive and work on own initiative • Deal politely and effectively with callers and enquiries. • Works to and meets deadlines • Some travel to recruitment fairs and colleges around the UK will be required. Occasional evening attendance at Governing Body meetings and training sessions will be required • This role is designated a category 1 role under NPWs Business Parking Permit policy and a full driving licence and access to a car is required to carry out the duties of this role 	<p>E E E E E E</p>

Core Competencies

The framework has various levels within each competency to make it relevant for all grade of employee. The table below details the competencies and levels that are required for this post. Please refer to the NPW Competency Framework, for the full criteria for each competency and level.

Competency	Level	Description
<p>Customer Care and Service Delivery</p> <p>Understanding the needs of the customer and prioritising to ensure customer satisfaction.</p>	3	<ul style="list-style-type: none"> • Uses internal and external measures of identify shortfalls in customer service and quality and then acts on the information • Develops innovative practices and services that ensure a customer drive service • Tries to match business storages to current and emerging needs • Anticipates potential problems and takes pre-emptive action
<p>Collaborative Working</p> <p>Working with and understanding the roles of internal staff / service and external agencies.</p>	3	<p>Tackles conflict within the team, trying to balance team and individual needs</p> <ul style="list-style-type: none"> • Proactively develops relationships with customers, colleagues and external organisations, ensuring frameworks are in place to achieve outcomes • Shares resources for the benefit of the wider organisation • Encourages teams during difficult and challenging times • Uses ideas from team members to improve ways of working

Seeking Excellence Identifying potential for improvement in our own service area and NPW as an organisation.	3	<ul style="list-style-type: none"> Seeks ideas and inspiration from sources inside and outside the organisation Evaluates own and others performance giving and implementing feedback to improve Encourages others to look at issues from varying perspectives Identifies, implements and measures efficiency
Communication and Relationships Ability to work effectively with other people via different methods, both inside and outside of NPW, building and promoting effective working relationships.	3	<ul style="list-style-type: none"> Uses appropriate communication channels to keep people informed and promote understanding Adapts method and style of communication to suit changing circumstances and needs Identifies and overcomes barriers to communication Builds partnerships both within and outside of the organisation Encourages openness and clear communication with others by role modelling it
Achieving Results How well we reach our individual objectives and deadlines, dealing with obstacles to ensure completion.	2	<ul style="list-style-type: none"> Willingly accepts challenging goals Encourages hard work and high standards itself and others Takes responsibility for achieving outcomes and making appropriate decisions Develops new ways of working to achieve results Put in extra effort to overcome difficulties

Specific Competencies

Competency	Level	Description
Forward Planning Having a clear plan for achieving objectives and monitoring progress	2	<ul style="list-style-type: none"> Has contingency plans and fall back options in place Regularly checks on progress against objectives and acts on findings Communicates plans to appropriate staff and stakeholders Develops/monitors and adjusts plans as necessary Plans and prioritises workload to ensure deadlines are met during busy periods
Financial and Resource Management Managing the resources or budget available, ensuring that we keep within agreed limits and use this to the best effect.	2	<ul style="list-style-type: none"> Understands what makes up a budget and how to monitor spend against a budget Identifies items that may cause a budget to be overspent or underspent Knows how to prepare a projection of budget out turn Aware of, and complies with Financial Regulations and Procedures

<p>Business Awareness</p> <p>Understanding the direction and strategic plan for our service area and NPW as an organisation.</p>	2	<ul style="list-style-type: none"> • Understands the main services provided by all departments within the organisation • Understands all roles within their service area and can explain these clearly • Involves other business areas when taking actions or decisions that need their support or may affect them • Keeps up to date with key services provided by own team and the wider organisation
<p>Leadership and Development</p> <p>The ability to lead and inspire others, helping them to develop and hone their skills.</p>	2	<ul style="list-style-type: none"> • Enables others to develop and improve • Encourages and supports individuals, even when mistakes have been made • Demonstrates awareness of own leadership style and adapts to bring out the best in others • Develops self and others • Works at giving staff ownership of their work rather than controlling everything • Gives, and is open to receiving feedback identifying where there is room for improvement