

**Role:** Senior Education Recruitment Advisor  
**Department:** HR Operations - Business Advisory - Kent-Teach  
**Salary:** From £26,000 per annum  
**Responsible to:** Kent-Teach Team Leader

### Job Purpose:

Provide an effective and comprehensive service to assist in the delivery of services provided by the Kent-Teach team ensuring high levels of customer service and a timely delivery. Support the recruitment and retention of newly qualified and experienced teachers into Kent, largely through the website [www.Kent-Teach.com](http://www.Kent-Teach.com).

### Main duties and responsibilities:

- Proactively promote the services of the team to generate income. Support the production of marketing materials and work with both the Kent-Teach team and the Cantium Business Solutions marketing team to market the business.
- Support the design and implementation of marketing campaigns to promote the Kent-Teach brand, drive traffic and optimise sales.
- Manage the running of Kent-Teach's social platforms, ensuring the team are aligned with the social media strategy; whilst copy writing and scheduling content across social media platforms.
- Produce copy for the Kent-Teach blog and monthly email marketing to schools, candidates and universities.
- Assisting in maintaining the appearance, functionality and content of [www.kent-teach.com](http://www.kent-teach.com), updating as required.
- Actively contribute and support the review, design, planning and implementation of the teacher recruitment strategy.
- Actively work towards the encouragement of the team and individuals' development through supervision. Identify training needs as appropriate to ensure the achievement of individual personal development and action plans.
- Attend Headteacher/Governing body meetings to advise on optimum recruitment strategies and support the design and creation of microsites for headteacher recruitment campaign.
- Assist schools in the advertising of vacancies, particularly head teacher vacancies via the use of microsites and including copywriting services when required. This may involve visits to schools and some work outside normal office hours.
- Liaising with users in schools and in KCC and with appropriate software providers to provide the best possible service to customers.

- Work with the team at recruitment fairs and other promotional events. This will involve travel outside Kent, irregular hours and the occasional overnight stay.
- Flexibly manage projects across the Kent-Teach function when required.
- Support with the analysis of the Kent-Teach team's activities and produce reports when required.
- Monitor competitors and innovations in the education landscape and communicate these to the wider team.
- Represent the wider team at user groups, team meetings, stakeholder meetings and cover any delegated responsibilities of the Team Leader, as specified by HR Advisory Managers.
- Undertake other duties commensurate with the grade of the post as assigned by the Kent-Teach Team Leader.

## Cyber Security and Risk Management responsibilities

- As an employee of Cantium Business Solutions you are required to complete regular mandatory training in relation to Cyber Security and Risk Management and continually ensure your knowledge is kept up to date.
- All Cantium employees have a responsibility to protect the confidentiality, availability and integrity of personal data that is processed by Cantium, as well as a responsibility to report any data disclosed in error.

## Description of Business

The Company is dynamic and agile and is built on a new service culture based on 4 key principles;

- Fast
- Connected
- Insight Driven
- Customer-Led

The business model and people strategy build on these principles and will reinforce the company's reputation for delivering high quality back-office services to its customers.

## Person Specification

<b>Qualifications</b>	<ul style="list-style-type: none"> <li>• Educated to GCSE A*-C level, including Math's and English, or NVQ2 or equivalent, and/or proven ability to deliver the requirements of the post.</li> </ul>
<b>Experience</b>	<p>Able to demonstrate ability in:</p> <ul style="list-style-type: none"> <li>• Managing small projects or providing support to larger projects</li> <li>• Evidence of having worked effectively as part of a team</li> </ul>

	<ul style="list-style-type: none"> <li>• Communicating effectively with a range of different audiences</li> <li>• Experience of working with schools and multi-agency organisations</li> <li>• Excellent knowledge of social media platforms</li> <li>• Experience of using social media as part of a business strategy</li> </ul>
<b>Skills &amp; Abilities</b>	<ul style="list-style-type: none"> <li>• Able to quickly produce concise and effective copy for a wide range of platforms and audiences.</li> <li>• Excellent organisational skills, paying attention to detail and ensuring deadlines are met</li> <li>• Highly IT literate and having some experience of Content Management Systems (CMS) and Google Analytics or a willingness to learn</li> <li>• Excellent written and oral communication skills, with an ability to understand and communicate clearly to a range of different audiences</li> <li>• Excellent interpersonal and team-working skills with the ability to build and maintain effective working relationships</li> <li>• The ability to travel around the county in a flexible and timely manner</li> <li>• Ability to collaborate and maintain close relationship with teams across the business to maximise reach of social media efforts and ensure consistency</li> </ul>
<b>Knowledge</b>	<ul style="list-style-type: none"> <li>• Knowledge and understanding of Equality and Diversity issues</li> <li>• Knowledge of general HR and recruitment practices</li> <li>• Understanding of employment patterns in Kent schools / employment opportunities for teachers</li> <li>• Good knowledge of social media strategies and breaking social media trends</li> <li>• A strong understanding of digital and traditional advertising</li> </ul>