###### groundwork logo green on whiteGroundwork London Job Description

Job Title: NCS Recruitment Officer

**Responsible to:** NCS Recruitment Manager

Responsible for: N/A

Location: Pan London

Job Background:

The National Citizenship Service Programme supports the Groundwork London Trust’s strategic and operational commitments by providing opportunities for young people to take part in activities that encourage and improve social mix, and through its contribution to the Trust’s Youth Programme by improving the opportunities and likelihood for the engagement of young people in social action, and in maximising the participation of local youth and VCS organisations by supporting the Trust’s goals for growing knowledge sharing and expertise with our partners in this vital area of our work.

The NCS Recruitment Officer plays a vital role in the direct engagement and relationship management with schools, colleges, young people (15-17) and parents/guardians in London. Working towards agreed targets/KPI’s, they form part of a specialised team delivering promotional events in order to generate expressions of interests and then converting them into sign ups.

Main Objectives:

* Cultivate and maintain strong relationships with schools, colleges and training/community providers.
* Engage with young people and parents over various social media platforms/phone to promote and ensure seamless sign up to the NCS programme.
* Deliver high quality promotional events, such as NCS recruitment assemblies, follow up activities and PHSE lessons to young people, parents/guardians in schools/colleges.
* Supporting the ongoing participation of signed up young people by attending keep warm events until they begin Phase 1 of the programme.
* Deliver presentations and sale events to large audiences.

Key Tasks and Responsibilities:

* Work towards agreed weekly, monthly and annual KPI’s.
* Support the School Engagement Officer and Recruitment Manager/wider team in devising marketing strategies to engage and sign up young people to the NCS programme, promoting a full understanding of NCS and the benefits of the programme.
* Lead on the preparation and delivery of NCS recruitment events to generate parents/guardians and young people’ interests, leading to signed up NCS programme participants.
* Support the sign up process by ensuring as YP’s as possible complete their expressions of interest accurately and neatly.
* Check and report key information to the Recruitment Manager following each promotional event, including volume of EOIs generated, audience size, conversion rates and recruitment volumes at individual recruitment sites.
* Manage data in line with GDPR and good practice guidelines
* Ensure data/EOI’s are passed on to the Sales Administrators within contract/best practice guidelines so it can be uploaded to Sales Force
* Accurately record accurately information through Sales Force and/or associated MI system
* Ensure that all young people who have expressed an interest in the NCS programme receive the appropriate amount of information/support in a timely manner in order to convert an expression of interest to a full sign up
* The role involves travel across London with timetabled early morning and evening events.
* Make phone calls to parents and young people to help complete the sign up process.
* Be responsible for generating and converting EOI’s into full sign ups utilising various forms of communication with young people and parents/guardians.
* Be responsible for minimising pre-programme and on programme attrition
* Liaise with other members of the Groundwork NCS Team in order to take part in activities which lead to improved delivery.
* Embed the Programme Quality Framework into all recruitment and engagement activities.
* Participate in regular team and organisation meetings reporting key performance achievements/areas for improvement
* Work closely with the Recruitment and Delivery Team to identify new opportunities for NCS recruitment
* Programme administration including budgeting responsibilities and managing payments

The NCS programme has significant seasonal peaks and troughs in elements of the service, in particular with regard to the recruitment of young people in Autumn & Spring, and on programme delivery in summer. All members of the team are expected to be flexible in their work and to provide support across the programme team. This will include, but not be exclusively limited to:

* + Support the summer and autumn programmes, including attendance at week long residential and training.
* Any other duties as reasonably requested by the line manager/organisation

Other Responsibilities

* Undertake any other related responsibilities commensurate with the evolving objectives of the post and the evolution of the Trust, as may reasonably be requested by the Director
* Work with due regard for Groundwork’s core values and objectives
* Ensure the effective implementation of and adherence to, the Trust’s Diversity, Equal Opportunities and Health and Safety policies and procedures
* All staff, the Board and volunteers will actively support in their daily operations and duties Groundwork London’s Environmental Management System.

Personal and Professional Development

* Participate in the Groundwork London Performance Management and Appraisal process, and agree short, medium and long term goals with line manager, and direct line staff.
* Identify learning and development needs with line manager and evaluate T&D to demonstrate needs have been met.
* Share best practice and achievements, and actively seek opportunities to present outcomes and case studies.
* Contribute to the learning of others across the organisation by sharing knowledge and skills both informally and formally by participating in the trust’s training and development programme.

Sept 2019

HR I

**Person Specification**

**Note to Applicant: When completing your application form you should demonstrate/evidence the extent to which you have the necessary education, experience, knowledge and skills identified as required by the Person Specification Criteria for the post.**

| **Position Name: NCS Recruitment Officer** | | | | | | | | | |
| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
| JobFactors | Criteria No | Person Specification Criteria | **Ranking** | **Criteria to be tested by the following documents and/or activities** | | | | | |
| **E = Essential**  **D = Desirable** | **Application Form** | **Interview** | **Presentation** | **Practical Exercise Test** | **Work Simulation Test** | **Certificates or Qualifications** |
| **Experience, Education and Qualifications** | **1** | Sales experience within a targeted environment and proven track record as a top performer | E | **✓** | **✓** | **✓** | **✓** |  |  |
| **2** | Experience of delivering effective presentations to large audiences. | E | **✓** | **✓** | **✓** | **✓** |  |  |
| **3** | Experience and/or knowledge of secondary and higher education sector or youth engagement / local authority sector | E | **✓** | **✓** | **✓** |  |  |  |
| **4** | Experience with the NCS programme and a sound understanding of the programme and its objectives. | E | **✓** | **✓** | **✓** |  |  |  |
| **5** | Experience of working to quantitative and qualitative performance targets. | E | **✓** | **✓** |  |  |  |  |
| **6** | Ability to relate well to young people from a wide range of backgrounds, engage them in activities which support their development and relate sensitively and confidentially to the needs of young people, parents and their families. | E | **✓** | **✓** | **✓** |  |  |  |
| Competencies | **7** | Excellent presentation and communication skills with the ability to influence, persuade and listen to others effectively | E |  | **✓** | **✓** |  |  |  |
| **8** | A commitment to supporting young people and the principles of equality and diversity and equal opportunity | E | **✓** | **✓** |  |  |  |  |
| **9** | Excellent time management, administration and problem solving skills | E | **✓** | **✓** |  |  |  |  |
| **10** | Proven planning and organisation skills. | E | **✓** | **✓** | **✓** |  |  |  |
| **11** | Excellent communication skills including report writing, written correspondence, telephone and interpersonal skills. | E | **✓** | **✓** | **✓** |  |  |  |

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| Competencies (cont.) | **12** | An understanding of safeguarding and health and safety in an outreach youth work operational environment | E | **✓** | **✓** |  |  |  |  |
| **13** | Ability to work independently and as part of an outreach operational team. | E | **✓** | **✓** |  |  |  |  |
| **14** | Experience of working of data inputting and working with a CRM/MI system. | D | **✓** | **✓** |  |  |  |  |
| **15** | Strong administrative and IT skills, in particular Microsoft Office and Google packages. | E | **✓** | **✓** |  |  |  |  |
| **16** | Knowledge of and ability to adhere to GDPR | E | **✓** | **✓** |  |  |  |  |
| **17** | A clean driving licence and access to a car (Not Applicable to London) | E | **✓** |  |  |  |  |  |
| **18** | Commitment to Equality & Diversity and Equal Opportunity | E | **✓** | **✓** |  |  |  |  |

**Appointment to this role is subject to an enhanced Criminal Records check through the Disclosure and Barring Service (DBS).**