



**BORD OIDEACHAIS AGUS OILIÚNA CHIARRAÍ
KERRY EDUCATION AND TRAINING BOARD**

**Community Education Facilitator
with initial responsibility for
Course Recruitment and Course Promotion**

Job Description

Nature of Post: Fixed Term Contract (2 years) - 37 hours per week

Location: Appointment is to the Scheme – Kerry ETB reserves the right to assign a staff member to any other location, as the service exigencies require. Your centre of first assignment will be in Tralee.

Salary: €39,097 - €61,604 (15 point Salary Scale)

Reporting To: Director of Further Education and Training/Management of KCFET

Function of Job

To promote, market, recruit, and select learners for all Level 4, 5 and 6 courses throughout the county.

Responsibility for Course Recruitment and Course Promotion throughout Further Education and Training will be the main area of the initial duties assigned to the successful candidate. Please see below for a detailed description of these duties and the competencies required.

To develop and assist in the administration of:

1. Screen, interview and select applicants for all courses as required.
2. Conduct aptitude/trainability tests where required.
3. Maintain accurate and comprehensive interview records.
4. Give applicants feedback as required.
5. Give career/education/progression information/advice to course applicants as needed.
6. Prepare and update course information leaflets for all courses.
7. Prepare all marketing and promotional materials for both online digital and conventional advertising.
8. Update any relevant Kerry ETB websites with course information and course schedules.
9. Manage Programme Learner Support System (PLSS).
10. Manage and update all Data Systems and records on learner applications.
11. Manage and update all Database Systems on Learner registration.
12. Manage and update all Data on Learner records and placements.

13. Liaise with operational Management and Officers to ensure that recruitment to programmes is timely and organised.
14. Prepare, cost and develop an annual promotional plan.
15. Be creative in selection of promotional events and media outlets.
16. Maximise promotional budget spend by optimising web presence and social media outlets to complement calendar events.
17. Ensure “good news” stories and successes are promoted advantageously.
18. Organise attendance at trade fairs and other selected events throughout the year.
19. Liaise with:
 - i. Department of Social Protection
 - ii. Partnership Companies
 - iii. Schools and Career Guidance Teachers
 - iv. All key Stakeholders
 - v. Represent the interests of Kerry ETB
20. Work with fellow Course Recruitment team to ensure smooth operation of the Course Recruitment section.
21. Organise and lead Centre information visits as needed.
22. Promote training for the employed to employer market as required.
23. Conduct school visits to promote Courses and Apprenticeships.
24. Prepare reports both statistical and written when required.
25. Conduct outreach recruitment information clinics as required in Kerry ETB Centres throughout the County.
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28. Any other duties which may be assigned from time to time as appropriate to the position.

Qualifications, Skills and Experience

Diploma/Degree level qualification in a relevant discipline

Good Marketing and Promotional Skills

Management Experience

Good working knowledge of Social Media

Excellent interpersonal and communication skills

Good planning and organisational skills

Full clean driving licence

COMPETENCIES REQUIRED

A number of key competencies have been identified as being essential for the effective performance of the role and function of Course Recruitment Officer

These competencies are as follows:

LEADERSHIP & MANAGEMENT

- Ability to work with and in a team environment
- Ability to support team members to work to their full potential
- Experienced in the development and implementation of strategic plans

SPECIALIST KNOWLEDGE, EXPERTISE AND SELF DEVELOPMENT

- A high level of understanding and awareness regarding Post Leaving Certificate Courses in a robust quality assured environment.
- A strong level of understanding and awareness regarding national developments, e.g. validation systems, new course development, self-evaluation, etc.
- Knowledge and experience of curriculum and programme delivery and assessment
- Knowledge of information and management data systems
- Knowledge of Kerry ETB programmes and learner entry requirements.
- A high level of computer literacy

MANAGEMENT AND DELIVERY OF RESULTS

- Structures and organises their own work effectively
- Proactively identifies areas for improvement and develops corresponding initiatives
- Applies appropriate systems/processes to enable quality checking of all activities and outputs.
- Practices and promotes a strong focus on delivering high quality customer service, for internal and external customers of the ETB

INTERPERSONAL AND COMMUNICATION SKILLS

- Builds and maintains contact with colleagues and other stakeholders to assist in performing role.
- Ability to create and maintain strong networks with Employers and Industry
- Prepares documentation to a very high standard
- Acts as an effective link between staff and senior management.
- Treats others with diplomacy, tact, courtesy and respect, even in challenging circumstances.
- Presents information clearly, concisely and confidently when speaking and in writing
- Strong working knowledge of Social Media, PR and General Marketing

DRIVE & COMMITMENT TO KERRY ETB AND PUBLIC SERVICE VALUES

- Strives to perform at a high level, investing significant energy to achieve agreed objectives.
- Is flexible and open to change.
- Is resilient and perseveres to achieve objectives despite obstacles or setbacks.
- Is personally trustworthy and can be relied upon.
- Behaves with integrity and encourages this in others.
- Places emphasis on Kerry ETB Core Values of Respect, Quality, Equality, Inclusion and Learning.