

Capel Manor College

Learner Recruitment Executive

Job Description & Person Specification



JOB DESCRIPTION & PERSON SPECIFICATION

JOB DESCRIPTION

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| Post | Learner Recruitment Executive |
| Scale | Business support |
| Grade | Scale 4 15-18 |
| Responsible to | Business Relationship Manager |
| Location | Enfield |
| Contract | Full-time |

Key Responsibilities:

To deliver a dynamic and effective recruitment service for apprenticeships and distance learning. Working in partnership with employers, curriculum teams, marketing, and community groups, the Learner Recruitment Executive will drive enrolment growth by providing high-quality recruitment, advice, and engagement services.

Responsibilities:

Apprenticeship Employer Engagement & Candidate Recruitment

- Proactively engage employers to identify apprenticeship opportunities and understand hiring needs.
- Support employers in defining apprentice profiles, matching candidates, and organising recruitment campaigns—guiding both parties through the recruitment process.
- Build pipelines of apprenticeship candidates by promoting vacancies internally and externally.
- Manage end-to-end candidate recruitment, including interviews, compliance checks, and applicant shortlisting.

Adult Learner Recruitment & Community Engagement

- Promote adult learning—including distance learning and community-based courses—through targeted outreach to community venues, events, fairs, and presentations.
- Develop and deliver recruitment campaigns in collaboration with curriculum and marketing teams, ensuring strong visibility across multiple channels.
- Provide high-quality information, advice, and guidance to prospective adult learners throughout their application journey.

Enquiry Conversion & Admissions Support

- Review applications, carry out entry eligibility checks, and support decision-making through interviews or advice sessions.
- Drive enquiry-to-enrolment conversion using data-informed follow-ups and pipeline management.

Events & Marketing Collaboration

- Represent the College at open days, community events, and career fairs.
- Collaborate with marketing to develop targeted promotional materials and digital campaigns to drive recruitment.

Administration, Reporting & CRM Management

- Maintain accurate recruitment records in CRM systems, tracking KPIs such as enquiries, applications, interviews, and starts.
- Prepare regular recruitment performance reports, highlighting conversion rates and stakeholder engagement outcomes.
- Ensure data protection and compliance with GDPR and safeguarding practices in all recruitment activity.

General Responsibilities:

1. Promote and implement all College policies, particularly those which refer to health & safety, equality of opportunity and Safeguarding young people and vulnerable adults
2. Participate in College programmes of staff appraisal and continuing professional development
3. Develop effective working relationships internally and with external partners
4. To operate at all times in line with the College's values and behaviours
5. Undertake other duties as may reasonably be required in the interests of the efficient functioning of the College

PERSON SPECIFICATION**Qualifications**

- Possess a Level 2 qualification in English and Maths or a willingness to achieve within a specified period
- Possess a Level 2 qualification in Digital Skills or a willingness to achieve within a specified period

Experience

- Experience in learner recruitment, admissions, sales, business development, or outreach—ideally with measurable success against targets.
- Proven ability to engage and influence employers, customers, or community partners and convert interest into confirmed bookings, sales, or enrolments.
- Experience building relationships with diverse stakeholders, including cold outreach and warm lead conversion.

Skills, Abilities and Knowledge

- Strong communication, interpersonal, and presentation skills—comfortable speaking with individuals and groups.
- Target-driven mindset with the ability to manage and convert a pipeline of leads.
- Excellent organisational skills, able to prioritise effectively and meet deadlines.
- Competence in using CRM systems, Microsoft Office, and online marketing tools.
- Customer-focused approach with the ability to understand client needs and match to solutions.

Other Factors

- An understanding of and commitment to safeguarding young people and vulnerable adults
- Ability to form and maintain appropriate relationships and personal boundaries with children and young people/vulnerable adults.
- Emotional resilience
- The ability and determination to promote equality, diversity and inclusion throughout all aspects of college life, including employment and service delivery
- Should the position involve regular driving, a clean driving licence is required