



# Student Recruitment & External Relations Policy

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| <b>Document title:</b>            | Student Recruitment & External Relations Policy |
| <b>Audience:</b>                  | All staff                                       |
| <b>Version:</b>                   | 1                                               |
| <b>Approved by:</b>               | SLT                                             |
| <b>Date approved:</b>             | December 2023                                   |
| <b>Date of next review:</b>       | December 2024                                   |
| <b>Document Owner</b>             | Vice Principal, Recruitment & Communications    |
| <b>Equality Impact Assessment</b> | Yes                                             |
| <b>Student Friendly Version</b>   | No                                              |

## Revision history

| Version | Type<br>(eg replacement,<br>revision etc) | Date     | History (reason for changes)                                                                                                                                                                                                                                                                                             |
|---------|-------------------------------------------|----------|--------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| 1       | First version                             | Aug-2023 | New policy replacing and encompassing several out of date and disconnected documents: <ul style="list-style-type: none"> <li>• Communications Policy</li> <li>• Photography, video and media consent Policy and forms</li> <li>• Social Media Policy</li> <li>• Use of Bradford College Brand Identity Policy</li> </ul> |
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## Monitoring and review

This policy will be reviewed by the Senior Leadership Team every year.

# Student Recruitment & External Relations Policy

## Purpose of the Policy

The purpose of this policy is to ensure that Bradford College achieves its strategic objective, to grow the College's income through student recruitment in the most effective and efficient way.

For our recruitment to be effective, it requires collaboration from all staff and key departments throughout the recruitment cycles we have for our core business of 14-18 school leaver, adults FE, higher technical education, degrees and apprenticeships.

It is essential everyone knows what is expected of them, when and why, in order for us to achieve success and work together to transform lives. Outlined in this policy is our expectation of all staff to achieve our common goals, with clear points on how this needs to be achieved in the supporting procedures document.

The College will:

- Support a robust recruitment strategy, with Vice Principal Recruitment & Communications identified as the strategic lead, to deliver recruitment targets, working in collaboration with the senior leadership team and department HoDs.
- Work to an agreed annual recruitment plan, developed by the Vice Principal Recruitment & Communications, in collaboration with the Board of Governors, senior leadership and department HoDs, and Head of Student Recruitment & External Relations.
- Allow all staff where required, time from their appointed role, to support recruitment activity. With a customer first focus and attitude, all staff to complete mandatory customer service training.
- Vice Principal Recruitment & Communications is responsible for the reputation management of the college and sub brands. All staff must adhere to the college's reputation management procedures and procedures attached to this policy, in order to protect and promote college reputation.
- Head of Student Recruitment (schools' engagement, outreach, customer service, admissions, marketing and PR) to lead on all recruitment activity and approve any external facing communications/ promotional activity/ events developed by other departments.
- All brands and identities that are externally facing to be managed and approved by Head of Student Recruitment to ensure quality, consistency and legal compliance with advertising standards, disability and accessibility requirements and ED & I impact assessment.
- All engagement with media outlets, press etc to be managed by the Student Recruitment team to ensure positive brand representation.

## Linked policies

HE Admissions Policy

FE Admissions Policy

## Linked procedures

SR Procedures

Admissions & Enrolments Procedures