



NATIONAL HORSERACING COLLEGE JOB DESCRIPTION	Ref: Revision Date: Revision No:
---	---

POST TITLE: Engagement Assistant

DEPARTMENT: Marketing and Recruitment

LINE MANAGER: Marketing Lead

DATE COMPILED: July 2025

GENERAL

The post holder will undertake assigned duties and responsibilities effectively and efficiently, ensuring that all actions are discharged within the regulatory and legislative requirements to which the National Horseracing College (NHC) is subject, and:-

- with full regard for the NHC's equality and diversity, health and safety and safeguarding children and young people, prevent duty and British values requirements;
- to achieve individual and team targets assigned through the College's annual planning and staff appraisal processes;
- subject to the NHC's approved strategies, policies and procedures;
- any breach of confidentiality in relation to the sensitive information, Code of Conduct, ICT usage Policy, College staff or learners, is considered a dismissible offence.

This job description sets out the duties of the post at the time of preparation but these may vary. Any changes to the duties and responsibilities are implemented after consultation with the post holder. This job description will be subject to annual review as part of the staff appraisal process.

ROLE AND RESPONSIBILITIES

The Engagement Assistant is responsible for working as part of the marketing team, contributing to the recruitment of learners.

MAIN DUTIES

To proactively promote the National Horseracing College and Doncaster Equine College by organising, delivering and evaluating a variety of recruitment, outreach and conversion activities designed to raise awareness of the training courses and thereby increasing the number of applications and enrolments to the same;

- 1.1 To develop and build strong partnerships with organisations nationwide, including: -
 - Schools;
 - Academies;
 - Colleges;
 - Young Farmers Groups;
 - Pony Clubs and Pony Club Members Centres
 - Youth groups;
 - Sports clubs and academies;
 - Local Authority Services;
 - Third Sector Organisations who provide support and guidance for young people from challenging and difficult backgrounds;
 - Employers within the horseracing and wider equine industries;
- 2.1 To prepare and deliver engaging presentations and workshops for a variety of stakeholders (see 1.1), including prospective learners;
- 3.1 To attend activities and events in Schools, Youth Centres, Colleges and at Equine and Countryside events providing accurate information on the National Horseracing College and Doncaster Equine College to prospective learners, their families, teachers and careers advisors;

- 4.1 To plan, organise, deliver and evaluate events on racecourses, in racing stables and at the National Horseracing College and Doncaster Equine College for careers advisors and those in positions which offer IAG to young people;
- 5.1 To plan, organise, deliver and evaluate recruitment events held at the National Horseracing College and Doncaster Equine College
- 6.1 To assist with the planning, organising and delivery of Interview Days and Graduation Days
- 7.1 To assist the marketing team collate learner interviews and compelling content for use on social media and WhatsApp groups
- 8.1 To design and arrange activities to reach young people aiming to promote careers in horseracing and other equine disciplines;
- 9.1 To plan, organise and distribute marketing literature to public places and equestrian centres on a quarterly basis;
- 10.1 To design and deliver compelling content for the National Horseracing College WhatsApp groups. Responsibility to include setting up the groups, inviting learners to consent to join, sharing content to the groups on a daily weekday basis and answering questions posted by learners;
- 11.1 To keep actively informed of trends and developments in further and vocational education;
- 12.1 To complete administrative duties including acceptance of career invites, diary management and developing and maintaining databases
- 13.1 Ensure literature dispensers at the National Horseracing College and Doncaster Equine College are fully stocked, replacing out-dated literature as necessary
- 14.1 To be responsible for ensuring that reviews on the effectiveness of individual activities are carried out on an on-going basis and for reporting on these to the Marketing Lead.

OTHER DUTIES

To provide support to the Marketing and Recruitment team undertaking any additional duties commensurate with the grade of the post that may be required in addition to those already stipulated.

RISK ASSESSMENT

A risk assessment has identified that the following hazards are associated with the undertaking of the duties and responsibilities of this post.

<input checked="" type="checkbox"/> regular visual display unit (VDU) use	<input type="checkbox"/> normal vision/normal colour vision* is essential
<input checked="" type="checkbox"/> driving vehicles	<input type="checkbox"/> working in a noisy/dusty* atmosphere
<input type="checkbox"/> preparing, handling or cooking food	<input type="checkbox"/> use of/working near* machinery
<input type="checkbox"/> working in a food preparation area	<input type="checkbox"/> use of hazardous substances
<input checked="" type="checkbox"/> lone working	<input type="checkbox"/> working at heights
<input type="checkbox"/> other – <i>please specify</i>	

* Delete as appropriate

POST HOLDER'S AGREEMENT

I understand and agree to the duties and responsibilities of this post.

Post Title:	
Name (please print)	
Signed:	Date:

Send a signed copy to the HR Manager for your personal file.

Person Specification

This role requires excellent communication skills, including telephone, presentation and Microsoft Outlook to build relationships with a diverse range of stakeholders and employers. A full driving licence and regular access to a vehicle with capacity to transport marketing materials is required.

Attributes		Requirement
Knowledge and experience	<ul style="list-style-type: none"> • Experience of initiating and maintaining relationships with a range of stakeholders including employers and equine businesses; • Experience of developing and maintaining relationships with members of the public; • Experience of educational settings and organisations that work with young people; • Experience of office administration; • Strong IT skills and proficiency in Microsoft Office; • Experience of co-ordinating events and other activities; • Experience of reporting on progress. 	<p>Essential</p> <p>Essential</p> <p>Desirable</p> <p>Essential</p> <p>Essential</p> <p>Desirable</p> <p>Desirable</p>
Qualifications	<ul style="list-style-type: none"> • Evidence of a good standard of education and experience relevant to the role. 	Essential
Skills	<ul style="list-style-type: none"> • Exemplary timekeeper; • Confident presentation skills; • Strong communication skills, both written and verbal, including telephone; • Methodical organiser and planner; • Professional delivery in day-to-day duties; • Problem solving; 	<p>Essential</p> <p>Essential</p> <p>Essential</p> <p>Essential</p> <p>Essential</p> <p>Essential</p>

	<ul style="list-style-type: none"> • Resilience; • Attention to detail; • Adaptability and flexibility with an excellent customer focus; • Team player. 	<p>Essential</p> <p>Essential</p> <p>Essential</p> <p>Essential</p> <p>I</p>
Personality	Enthusiastic, people person with a 'can-do' attitude with strong interpersonal skills. Open, self-motivated, professional and results driven	Essential
	<ul style="list-style-type: none"> • Full driving licence and daily access to a vehicle • Willingness and flexibility to work remotely, including overnight stays, evening and weekend work as the role requires • Ability to work without constant supervision, often in a lone worker capacity and using own initiative 	<p>Essential</p> <p>Essential</p> <p>Essential</p>