

Application Pack

Marketing & Publicity Officer



Principal – Elly Tobin

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Dear Colleague,

I am delighted to provide an application pack for the role of Marketing & Publicity Officer at Joseph Chamberlain Sixth Form College. I hope you will find this information interesting and that it will help you in taking your application forward.

As the only Sixth Form College to have been awarded the Queen's Anniversary Prize for Further/Higher Education, we are a popular and oversubscribed college with a national reputation for excellence. Our 40 million pound state-of-the-art building and garden opened its doors in September 2008 and we are delighted that our new campus was awarded the Prime Minister's Prize for the best public building in the UK. In our ninth learning year in the new building, it still looks immaculate and staff and students are proud of our learning environment.

Our most recent Ofsted inspection was an enormous success and we were awarded a grade of 'good' overall with many 'outstanding' features noted. Inspectors' comments included:

- AS-level students make exceptional progress
- The proportion of students that successfully complete their qualifications is high
- Students benefit from excellent support and are well prepared for university life
- Staff set high standards and have ambitious targets for improving students' achievements
- Outstanding enrichment programme
- The effectiveness of leaders and managers is outstanding

We are persistent in our desire to deliver excellence for all of our students and this means that offering them outstanding learning experiences is the focus of everything we do. We want our students to be happy and successful in later life, achieving excellent examination results and enjoying a wide range of exciting opportunities that broaden their experience along the way. To this end, we place a strong emphasis on the quality of our teaching and learning. We aim to deliver inspiring lessons to our students and our teachers work collaboratively to ensure that learning is both rigorous and innovative. We are equally proud of the pastoral support we offer to our students to ensure that they succeed and proud of the enrichment opportunities we provide.

All current and future colleagues joining our excellent team of teaching and non-teaching staff should therefore have a strong drive and determination for the success of our students, providing positive role models for them and caring about their wellbeing. To work at JCC, we hope you will aspire to be an outstanding colleague and be willing to share ideas with and learn from your colleagues. In return, we will provide you with first-class facilities, outstanding resources and a wide variety of professional development opportunities.

Finally, I would like to wish you the very best of luck with your application for the post and genuinely appreciate the investment of your time in the process.

Best Wishes,



Elly Tobin
Principal



Background and Context

Our Purpose – What we are here to do

To provide an exceptional learning experience for all of our students, raising their aspirations and improving their achievements so that they can enjoy a level of success in later life that realises their highest ambitions.

Our Vision For 2019

In 2019, Joseph Chamberlain College will be the first choice for school leavers in Birmingham because it will be recognised for excellence in academic achievement, exceptionally high standards of teaching and its capacity to raise the aspirations and ambitions of all of its staff and students so that they can enjoy rewarding and successful futures. With a strong commitment to effective collaboration with a wide range of partners, Joseph Chamberlain College will be innovative and forward-thinking for the benefit of its current and future generations of students and staff, inspiring others as a model of exemplary practice.

Our Core Values

We believe in:

- Excellence and Ambition
 - Everything we do is focused on improving the student learning experience.
 - We have high ambitions, expectations and commit to excellent in everything we do.
 - We demonstrate a 'can do' attitude, embracing the need for continuous improvement and positive change.
- Cooperation and Communication
 - We work together positively as a team for the benefit of the college
 - We learn from our own and each other's mistakes and successes, taking responsibility for our actions.
 - We are professionally honest with each other and create trust through effective relationships and transparent communication.
- Equality and Recognition
 - We value diversity and inclusivity and let this underpin all we do, treating people with respect and fairness.
 - We value and recognise everyone's work and the individual contribution they make to the lives of students.
 - We display loyalty to and pride in our college and its students.

Our Current Strategic Objectives

1. The Academic Achievements and Success of Our Students

To be highly ambitious for all of our students and prioritise their success so that they achieve the highest standards academically, making significant progress throughout their time with us.

2. The Learning Experience of Our Students

To ensure that all of our students benefit from an exceptional learning experience that excites, inspires and broadens their minds both in the classroom and beyond.

3. The Support and Development of Our Students

To ensure that all of our students are supported to develop into confident and responsible citizens who believe in their own ability to do well in later life and who are respectful of the diverse societies of modern Britain and the wider world.

4. The Reputation and Recognition of the College

To position the College as a nationally recognised Sixth Form College that attracts an increasing number of students each year, is a highly desirable place to work and captures the interests of a wide range of partners with whom we will collaborate.

5. The Leadership of the College and its Resources

To manage our resources and finances expertly so that we can continue to grow and develop as a College to seek innovative opportunities for improvement amidst the challenges facing the sector now and in the future.

Information about the College

Joseph Chamberlain Sixth Form College was established in 1983 and now offers a wide range of academic and vocational courses from Entry Level to Level 3. Our curriculum offer and entry criteria are highly inclusive, offering clear progression routes to success for all students, regardless of their starting points and backgrounds. Approximately 80% of our work is with 16-18 year olds at Level 3, who study AS/A2 Levels or Level 3 BTEC Extended Diplomas. At Level 2, we offer BTECs and a comprehensive GCSE programme to 16-18 year olds; at Entry Level and Level One, we have a relatively extensive ESOL provision for both 16-18 year olds and 19+ learners.

In addition, our Adult Learning Directorate offers both daytime and evening classes in Literacy, Numeracy, GCSEs, Languages and a range of Vocational Provision to the local community, taught in a wide range of community venues across the city. Our 'College for International Citizenship' offers a leading international programme in global citizenship for students locally, nationally and internationally. We work in partnership with a number of providers and franchise a small part of our provision to Birmingham Theatre School, The Birmingham Finance and Management Business School, Birmingham Ethnic Education Advisory Service (BEEAS) and Bordesley Green Girls' School. We also host weekend provision for the Birmingham Chinese and Arabic Schools on Saturdays. Our wider curriculum is also rich and varied and students benefit from a great deal of choice in sports, additional languages, performing arts, fundraising activities, an annual Model United Nations Conference and various other student-led clubs/societies.

In 2017, Joseph Chamberlain College achieved A level pass rates of 99% for the fourth year running. In our last inspection in 2014 we were graded as 'good' overall and 'outstanding' for the effectiveness of leadership and management. Since then, we have continued to provide a broad, inclusive and high quality education to all of our learners that results in some of the highest levels of progression to Higher Education in the sector.

The College is situated within easy reach of Birmingham city centre in a state of the art building with superbly equipped classrooms and outstanding facilities. We were featured in the 2015 Parliamentary Review for best practice in further education and were awarded the CPD Mark last year for our comprehensive package of innovative and high impact professional development. We support all newly qualified teachers to achieve QTS or QTLS, and are part of a local teaching alliance. We have also been short listed for the 2017 TES Sixth Form College of the Year Awards.

Terms and Conditions

Contract Type

Permanent, Full-time, All Year

Salary

Salary will be on the Colleges' Support Staff pay scale point 34, currently £26,940 per annum.

Hours of Work

Will be 36.5 hours per week. You will very occasionally be required to work outside normal hours, and this will be agreed by negotiation.

Holiday Entitlement

Leave entitlement is 24 days per year rising to 27 days after 5 year's service. Support staff are expected to take most of their leave during the normal College holidays and not during term time. The leave year runs from 1st September to 31st August. Additionally support staff receive 8 public holidays, 2 extra-statutory days and 3 local days to be taken during the College closure at Christmas.

Superannuation

The successful candidate will be eligible to join the Local Government Pension Scheme and you will automatically become a member unless you opt not to join.

Accountability

The post is accountable to Director of Studies.

Start Date

As soon as possible.

Making Your Application

1. Complete the JCC Staff Application Form. **Please state clearly on your application the position you are applying for.**
2. Provide a supporting statement (in section 8 of the application form) of no more than two sides of A4, in which you demonstrate how your skills, abilities and experience make you a suitable candidate for the role. Please give specific details and examples of how you meet all aspects of the person specification.
3. If you are applying for a teaching or curriculum based role, please complete the examination results form provided (applicants who are still completing their PGCE course need not complete this).
4. The completed form should be returned by email to personnel@jcc.ac.uk or by post to:

**The Director of HR
Joseph Chamberlain Sixth Form College
1 Belgrave Road
Highgate
Birmingham
B12 9FF
Telephone: 0121-446 2200**

Deadline

The deadline for the post(s) is Monday 25th September 2017 (to arrive no later than 12 noon).

Shortlisting

Unfortunately, we will be unable to notify candidates who are not on the shortlist. Therefore, if you have not heard from us by Monday 9th October 2017 please assume your application has been unsuccessful on this occasion.

Equal Opportunities Policy

Joseph Chamberlain College is committed to equality of opportunity in recruitment and selection. Every care has been taken in the drawing up of this job description and person specification to ensure that the requirements of the post are not discriminatory on account of race, gender or age. Similar care will be taken during the short-listing and interviewing stages. If candidates are dissatisfied about any part of the process they should write in the first instance to the Principal of the College setting out the nature of their complaint.

Data Protection Act 1998

Under the Data Protection Act 1998, the College needs to have your consent to collect and process information about you for the proper administration of the selection process and the employment relationship should you be appointed. Please accordingly make sure you sign the declaration at the end of the application form. After an appointment has been made, all the papers of unsuccessful candidates are kept for a period of nine months and are then destroyed.

Candidates with a Disability

The College is a Disability Symbol User. If candidates with a disability need any special arrangements for interview, they should enclose a letter giving details of these, marked for the attention of the Personnel Manager.

Police checks and Rehabilitation of Offenders Act 1974

The successful candidate will be required to apply for a Disclosure from the Criminal Records Bureau. The College follows the Code of Practice laid down by the CRB, and this is available from the Personnel Office upon request. In accordance with the above Act employees with access to children and young people under the age of 18 are not allowed to withhold information regarding criminal convictions no matter when they occurred.

Selection Process

Short-listing of candidates for interview will be undertaken by the line manager and a member of the senior management team. All candidates invited to interview will be asked, on the day, to complete a practical task. These tasks will vary according to the post. You will be given relevant information, where appropriate, in advance. The results of these assessments will be used to decide whether to shortlist you further for interview.

The interview panel usually consists of three or four members of senior and middle managers. The interview panel will be chaired by a senior leader.

During the interview we ask the same main questions to all candidates, as well as any supplementary questions either arising from initial responses or specific to individual applications. Members of the panel will take notes during the interview.

At the end of the interview you will be given the opportunity to add anything further in support of your application or ask any questions. The panel will make its decision based on the evidence presented throughout the process and will contact all candidates with an outcome as soon as possible.

Staff Benefits

We offer the following benefits to our staff:

- Comprehensive staff development programme
- Occupational pension scheme (either TPS or LGPS)
- BHSF – private healthcare insurance plan
- Cycle scheme
- Interest free annual travel card loans
- Childcare vouchers
- Discounted college gym membership
- Free onsite parking

Job Description – Marketing & Publicity Officer

1.	To assist in the production and implementation of a comprehensive Marketing and Communications Strategy for the College to provide the framework for the work of the Marketing and Communications function.
2.	Develop and manage the College brand, ensuring that all marketing and communication activities reflect the Joseph Chamberlain 6 th Form College brand, and its associated values, mission and objectives.
3.	To develop and implement annual marketing plans for each target sector using a range of marketing tactics including event, online, print activities, PR and communications and ensure these are delivered on time.
4.	To manage the design, production, copy checking and distribution of college marketing and communication materials, using both print and online methods.
5.	Develop close working links with Senior Leaders and ensure that the information is up to date and communication is consistent.
6.	To lead on the College’s press and media strategy including the identification of key messages and ensuring their coverage within identified media.
7.	Monitor the relationships with external agencies, including PR, design, printers, media buying and research – ensuring quality of service and value for money
8.	To work with the Director of Studies responsible for Marketing, Publicity and Schools Liaison, and the wider senior team, to develop to ensure targeted marketing and communications.
9.	Communicate a positive and consistent image of the College, both internally and externally, safeguarding the reputation of the College at all times.
10.	Promote the College and its associated activities effectively to a wide range of audiences and stakeholders.
11.	Support, maintain, and develop key relationships with individuals, external groups, partner organisations, influencers, local communities and other stakeholders.
12.	To line manage staff in the Marketing team.
13.	To develop and expand the College’s social media strategy.
14.	To help manage the College’s website in consultation with the relevant staff.
16.	Assist the Director of Studies responsible for Marketing, Publicity and Schools Liaison to provide informed strategic and operationally related advice and materials to the College Senior Leadership Team and the Corporation Board on all matters related to marketing, communications and PR.

17.	Provide support for the planning and management of major corporate and college events.
18.	To provide briefings, campaign evaluation and management reports on all significant marketing and communication activities.
15.	Identify opportunities to collaborate with other areas within College to achieve the college targets set out in the strategic plan.
16.	To be responsible for regularly designing, updating and maintaining internal communication materials. This would include poster campaigns, plasma screen updates, VLE message board, production and circulation of College publications and any other internal communications.
17.	Ensure that all marketing communications, including online and offline, adhere to data protection legislations
18.	Work closely with the Senior Leadership Team in responding to any crisis that requires the support of the Marketing and Communications Team, and be part of the emergency contact team.
19.	To comply with all relevant college policies, procedures and quality assurance systems.
20.	To undertake other duties commensurate with the grade of the post as required.

Person Specification – Marketing & Publicity Officer

Applications will be short-listed and short-listed candidates assessed against the following criteria. Please show evidence of these competencies in your application.

	Essential	Desirable
Qualifications:	<ul style="list-style-type: none"> • Educated to degree level • Professional communication or marketing qualification 	<ul style="list-style-type: none"> • Higher degree in relevant discipline
Work Experience:	<ul style="list-style-type: none"> • Experience as a marketing or communications professional • Relevant experience to include production of marketing and communications materials, product and service development, market research and event planning • Experience in the development of marketing and communications plans • Experience in dealing with regional and national media • Experience of working with and influencing staff from across the organisation to achieve objectives • Experience of using Adobe Creative suite to create and manipulate graphics for advertisement • Extensive experience in the use of Microsoft Word, Access, Excel, Outlook, PowerPoint • Experience in working with website content • Experience of search engine optimisation • Experience of Email marketing campaigns. 	<ul style="list-style-type: none"> • Experience of a similar role within an educational environment • Experience of writing professional reports • Experience of providing professional advice related to marketing and communication to a wide range of managers, staff and senior managers
Skills and Abilities:	<ul style="list-style-type: none"> • A commitment to safeguarding younger students and vulnerable adults • Exceptional communication skills • Excellent interpersonal skills including the ability to influence across the organisation and externally 	<ul style="list-style-type: none"> • An understanding of blogging and landing pages for marketing purposes • In depth knowledge of the Adobe Suite of software • Up to date knowledge of data protection legislation

	<ul style="list-style-type: none"> • Ability to plan and prioritise the work of yourself and others • Excellent writing skills • Excellent proof reading abilities • Knowledge of the use of new technologies in development of marketing and communications (i.e. social media) • Knowledge of the tools and techniques that can be used to benchmark online marketing activities • Exceptional ability to demonstrate creativity in the use of industry standard graphics and desktop publishing software. 	
Interests:	<ul style="list-style-type: none"> • Marketing and promotional strategies • A knowledge and understanding of the marketing and communications challenges within a large and complex organisation • Planning and organising promotional public events 	
Disposition/ Attitude:	<ul style="list-style-type: none"> • A commitment to equal opportunities and an understanding of how it relates to this role • Enthusiasm, drive and commitment to promoting all aspects of College life • Integrity • Conceptual thinking • Innovation and creativity 	<ul style="list-style-type: none"> • Ability for independent travel • Flexible working (occasional evenings and weekend working)