

HEALTH FUTURES UTC

JOB DESCRIPTION

Job Title: Marketing Assistant
Accountable to: Principal
Reports to: Director of Operations

Key Purpose:

The marketing assistant will positively promote Health Futures UTC to potential students, parents and employers as well as the local community.

The role will be part time based over 2.5 days per week. The successful candidate can be flexible about which days are worked each week but they would have to be available on at least 3 Saturdays throughout the academic year in order to attend 2 open days and year 10 induction day.

Key Roles and Responsibilities:

- To co-ordinate marketing campaigns, working to deadlines and within budgets.
- To organise open days and induction events and ensure the staff are fully utilised at these events.
- To ensure Health Futures UTC is represented at local careers and post 16 events. This may involve attendance at such events in the evening. In the event of evening work, time will be given off in lieu.
- To update Health Futures UTC Facebook page with pictures and news reports.
- To organise tours of the school for parents and students on an ad-hoc basis.
- To draft press releases and ensure that Health Futures UTC appears in local media with positive news stories as often as possible.
- To design and update the prospectus, information leaflets and banners as and when required.
- Deal with any immediate problems or emergencies in accordance with the UTC's policies and procedures to ensure that student/employee safety is assured.
- Report any issues in confidence to your direct line manager.
- Be responsible for the welfare and safeguarding of students whilst maintaining confidentiality and sensitivity to a student's needs but have regard to the safeguarding procedures of the UTC.
- Any other specific tasks as directed by the principal or director of operations.

Performance Management

- Participating in the UTC's arrangements for performance management, professional development and arrangements for quality assurance and internal verification.

Context

- All staff are part of the whole UTC team. Each individual is required to support the values and ethos of the UTC and UTC priorities as defined in the UTC Improvement Plan. This will mean focusing on the needs of colleagues, parents and students and being flexible in a demanding environment.

Miscellaneous

- To undertake any further tasks which could be reasonably expected by the UTC.
- The Data Protection Act 1998 renders an individual liable for prosecution in the event of an unauthorised disclosure of information.