



WILBERFORCE
sixth form college

Marketing & Liaison Officer



Sixth Form Colleges
Association





WILBERFORCE
sixth form college

Dear Enquirer

Thank you for your interest in the post of Marketing and Liaison Officer at Wilberforce College. Full details are attached.

As a specialist 16-19 Sixth Form College celebrating our 30th anniversary, we are delighted our students have achieved the best set of results for the fifth year running since the College opened in 1988.

Wilberforce College is an excellent place to work with both staff and students contributing towards a purposeful and supportive environment which values each individual.

I hope that when you have read the details in this pack, our recent 'Good' Ofsted report and visited our website at www.wilberforce.ac.uk, you will feel encouraged to apply.

The closing date for applications is **9.00am on Wednesday 17th April 2019.**

I look forward to hearing from you.

Yours sincerely

Colin Peaks
Principal



How to apply

Thank you for enquiring about the post of Marketing and Liaison Officer at Wilberforce Sixth Form College. I hope the information in this pack encourages you to apply.

After reading through the details in the attached pack, please:

1. Complete an application form.
2. Write a letter of application. In the letter it would be useful if you could describe:
 - a. The duties and responsibilities you have had at work or during your studies
 - b. Why you feel that you are a suitable candidate for this post.
3. Complete the Safeguarding and Equal Opportunities forms.

Completed applications can be sent by:

- Post (or deliver) to:

The Personnel Department
Wilberforce Sixth Form College
Saltshouse Road
Hull
HU8 9HD
- Email to: personnel@wilberforce.ac.uk

You may send in a CV to support your application but you must still complete the application form in full.

The closing date for applications is at **9.00am on Wednesday 17th April 2019.**

If you have any questions or queries, please contact the Personnel Department on 01482 711688 or personnel@wilberforce.ac.uk.

PLEASE NOTE

Due to the large number of applications we receive it is not possible to contact unsuccessful applicants prior to interviews being held. If we haven't contacted you within 28 days of the closing date you can assume that this time your application has been unsuccessful.

We are unable to give feedback to those applicants who have not been shortlisted.



About Wilberforce Sixth Form College

Wilberforce Sixth Form College is one of two Sixth Form Colleges in Hull, and works in a close federal partnership with the other Sixth Form Colleges around the Humber plus Scarborough Sixth Form College in North Yorkshire. Wilberforce College offers a wide range of courses to post-16 students. The College's main activity is day time provision for 16-18 year olds. Courses are run at all levels from foundation to advanced levels. Advanced level work (A Level and National Diploma) is around 70% of our provision. The College has an extensive vocational curriculum offer which allows progression from Levels One to Three. Year on year the College has grown and now has around 1300 16-18 year old and a small number of older students.

The College occupies a pleasant campus on the eastern edge of the city. Although our primary focus is to serve students from secondary schools in the City of Hull our location means that we also attract students from the surrounding Holderness towns and villages. The City of Hull and surrounding region is experiencing rapid and exciting change which has the potential to transform opportunities for young people. The Humber is becoming the UK centre for offshore wind farm technology, and incoming investment of £160m from Siemens alone is planned for Hull. The College has developed its curriculum to ensure that our students are able to take advantage of the opportunities that emerge. Hull was the UK City of Culture for 2017 and the College continues to be at the forefront of a wide ranging programme of cultural events as a hub for East Hull following this legacy.



The College is constantly developing. For the last ten years there has been an extensive programme of building. New teaching accommodation has been provided for our Humanities, Film & Media, Social Sciences, Health & Caring, Music and PE departments. In addition to this we have completed major refurbishment to the existing buildings and facilities including the creation of Music Technology Suite, two Engineering workshops, Hair and Beauty salons, and the refurbishment of the Science facilities to current industry specifications. There is much state of the art equipment, with particularly high levels of IT resources. The College works in close partnership with the University of Hull and the University of Coventry to ensure that students have clear and aspirational progression routes.



The College's student population is mixed. We take many students from areas of economic disadvantage, as well as some rural and affluent areas. The College is recognised for its success in serving the needs of the local community, a fundamental commitment of the governing body. Students have on average, a lower GCSE score than students in other Sixth Form Colleges. However, the College's academic performance is testament to the potential of these students and what they are able to achieve with excellent teaching, great support and high quality resources.

Success is central to our aims. We have adopted a core values statement. It is our intention that by applying these values and behaviours the College will become outstanding in every area of work.

Core Values

- We conduct ourselves with integrity and respect for all.
- We make students' experience central.
- We value individuals and promote self-esteem.
- We work as a team.
- We encourage innovation, creativity and enjoyment.
- We aim for excellence in everything we do.

The College was inspected in May 2015 and February 2018 and on both occasions judged as 'Good' in all categories. Inspectors commented that throughout the College there was a '...realistic vision to be outstanding, supported by strong values'. They noted the respect that students displayed towards staff and each other, and their pride in studying at the College. Inspectors also commented upon the high level of achievement of qualifications. This success has continued in 2018 with the College seeing its fifth year running of best results since the College opened with an Advanced Level pass rate of 99.8% and 73% high grades. 659 students achieving top grades. The full report is available at www.ofsted.gov.uk.

Wilberforce College is a friendly and sociable place. There is a strong ethos of support and tolerance. Students are helpful and good natured. Both staff and students enjoy being at College, and this is a key factor in the success that we achieve together.





Marketing and Liaison Officer

Permanent

37 hours per week, term time plus 10 days

SFCA Support Scale points 27 (£21,814) to 32 (£25,445) pro rata for term time only (actual salary £19,964 - £23,287)

Wilberforce College's mission is to be an outstanding College. We work with our students and the community to raise aspirations, and enable students to fulfil their potential.

The College currently has 1350 students recruited from Hull and the surrounding areas studying for A Levels, City & Guilds and BTEC qualifications. Within the context of a competitive education market the College requires a dynamic and organised individual to deliver a forward thinking marketing and school liaison strategy and successfully grow student numbers, particular on A-Level programmes of study.

The College is looking to recruit a highly motivated and enthusiastic individual who can play a key role in both the marketing team and our liaison work in the regional schools. We are looking to appoint a highly organised, flexible and adaptable individual to work in our small but skilled and passionate marketing and liaison team. The successful candidate will be confident liaising with external organisations and speaking to groups of young people. Knowledge and expertise of creative and marketing processes are vital for this role as the post holder will be expected to design, create and publish key information and documents using all e-media platforms, including the college website.

The post holder will support the College's strategic vision for achieving and sustaining growth in student numbers. The successful candidate will have a proven track record of delivering high quality, targeted school liaison or other relevant strategies and campaigns, which have increased customer or client numbers. Confidence in public speaking is essential, as is marketing expertise and current knowledge of social media platforms. Experience in planning, organising and successfully executing events, is a key requisite.

We are looking for a person who can offer flexibility in terms of hours, and although most of the working week will be within the College day we expect the successful candidate to represent the College at evening events, which typically are from 5.30pm – 7.30pm or at daytime Open Saturdays and other events. During peak periods, this may mean attending several events during a week.

This is a fantastic opportunity to join the College and have a significant impact on the College's future growth and success.



Job Description: Marketing and Liaison Officer

Job Title:	Marketing and Liaison Officer
Responsible to:	Marketing and Student Recruitment Manager
Purpose of the post:	To support the implementation of the College's Marketing delivering a high level of support and expertise to the Marketing and Liaison function.

Main Areas of Work:

1. Establish and maintain positive partnerships with local schools and other key stakeholders ensuring regular communication is maintained.
2. Promote and present the College's curriculum offer and progression opportunities within local schools in line with recruitment aims.
3. Plan and deliver a full range of School Liaison events both at the College site and off-site.
4. Act as representative and link person for prospective students, parents, local schools and external agencies.
5. Play a key role in the organisation and arrangement of College Marketing and Liaison Events such as; open events, parents evenings, transition events, master classes and enrolment processes.
6. Design and produce high quality marketing material (using a wide range of software) which reflects the professional image of the College, for example:
 - The College prospectus
 - High quality press releases
 - Case studies, destinations material
 - Internal and external promotional signage and displays
7. Assist in the distribution of in-house promotional literature and display materials, ensuring that these are kept well stocked, up-to-date and are delivered to outside organisations as appropriate.
8. Monitor and track Marketing and Recruitment progress ensuring systems are accurate and up to date.
9. Coordinate and take part in the interviewing of prospective students and maintain appropriate records.
10. Update the College's website and social media platforms to a high standard ensuring that information is relevant and reflective of the College's strategy.
11. Assist the Marketing and Student Recruitment Manager in developing and implementing a relevant social media strategy and monitoring the College's social media presence and impact.



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12. Support the College's digital marketing campaigns including identifying, creating and monitoring digital content for the website and social media platforms.
13. Carry out administrative tasks and Marketing and Liaison Department and respond to queries in a timely and efficient manner.
14. Deputise for the Marketing & Student Recruitment Manager ensuring the effective running of the department and events in their absence.
15. Continue to undertake staff development as appropriate.
16. Perform such other duties as reasonably correspond to the general character of the post and are commensurate with its level of responsibility.



Person Specification: Marketing and Liaison Officer

	Essential	Desirable
Qualifications		
Full driving licence and access to own transport or ability to prove sufficient mobility appropriate for the duties of the post	✓	
Educated to Level 3 or above	✓	
Educated to degree level or equivalent in a public relations (PR), marketing or business related subject		✓
Experience and Knowledge		
A minimum of 2 years' experience of working in a school liaison, student recruitment, customer engagement, PR, or other related role	✓	
Previous experience of developing, implementing and/or participating in successful school liaison, student recruitment, customer engagement, PR, marketing, or other relevant strategies and campaigns	✓	
Current knowledge of social media platforms with experience of managing or leading on social media accounts	✓	
Computer literate with strong technical and IT skills (MS Office) including web design software, Photoshop and Adobe	✓	
Experience of using web design software, Photoshop and Adobe		✓
Experience of developing and delivering high quality presentations to key stakeholders	✓	
Knowledge of a wide range of advertising and promotional formats with the ability to create, plan and cost external campaigns	✓	
Proven track record of meeting business/marketing KPIs	✓	
Knowledge of or experience of the post-16 education sector		✓
Experience of event planning including the coordination of resources and staff	✓	
Skills, Attributes and Qualities		
Ability to work as part of a team	✓	
Outgoing/confident and able to liaise at all levels	✓	
Excellent verbal and written communication skills	✓	
Adaptive and flexible attitude	✓	
Ability to resolve queries quickly and efficiently using initiative and judgement	✓	
Ability to learn and implement new systems quickly	✓	
Proven organisational skills	✓	
High level of accuracy and attention to detail	✓	
Excellent interpersonal and customer service skills	✓	
Ability to master new processes and procedures quickly	✓	
Ability to work to deadlines	✓	
Flexibility to attend events outside of normal College opening hours (open events etc)	✓	
Interest and enthusiasm for working in a 16-19 educational setting	✓	



Person Specification: Marketing and Liaison Officer

	Essential	Desirable
Skills, Attributes and Qualities		
Good design and presentation skills	✓	
Ability to thrive in a forward-thinking and fast-paced institution	✓	
Ability to build relationships with internal and external stakeholders	✓	
High level of creativity	✓	
Interest and empathy with the aspirations and culture of 16-19 year olds	✓	