



Dear Prospective Recruits,

Thank you for your interest in working with us at the London Design & Engineering University Technical College (LDE UTC). Since opening in September 2016, the LDE UTC has provided exceptional education to learners of all abilities from year 9 and up, who aspire to pursue a career in design and engineering.

We are committed to providing our staff with the necessary time and resources required, ensuring our learners remain at the heart of our mission. Our learner-focused approach, coupled with our state-of-the-art facilities and specialist equipment, empowers learners to become the next generation of confident, independent, and work-ready individuals. By fostering academic excellence and forging strong partnerships with employers, we prepare our learners to thrive in the ever-evolving landscape of design and engineering.

One of the key aspects that sets us apart is our curriculum, which revolves around engaging and compelling employer-led projects. Through active learning experiences, we cultivate a learning environment that is both relevant and memorable, boosting our learners' academic achievement.

We understand the importance of comprehensive career guidance. That's why we have formed strategic alliances with our employer partners and universities to provide expert advice, mentoring, site visits, and work placements. Through these invaluable opportunities, every learner has the chance to secure amazing progression routes into higher apprenticeships, or to pursue higher education.

If you are interested in sharing your knowledge, skills, and passion with our dedicated staff and eager learners, we invite you to get in touch with us. Together, we can explore the limitless possibilities that await you and contribute to shaping the future of design and engineering.

Yours sincerely,

**Geoffrey Fowler, CEO & Principal**





#### OUR CONTEXT:

The LDE UTC is a technical college where learners exceed their expectations, enjoy pathways onto incredible destinations and make higher than national average progress. The progress our learners make is often extraordinary, for example our learners achieve an average attainment grade of a Distinction for all their technical subjects.

Due to the need for technical skills required from industry, the desire to be engineers from the young people of London, the LDE UTC has been oversubscribed since opening in 2016 and receives over 1600 applications for just 180 year 12 places and over 600 applications for just 80 year 9 places.

Many learners at the college are from the borough of Newham, however the geographical spread of the population of learners as a whole is very wide. Our learner body comes from diverse backgrounds with 93% Black Asian and Minority Ethnic (BAME), 42% of the learners are funded by pupil premium and 55% have English as an additional language (EAL) i.e., English is not their main language at home.

Upon arrival, learners encounter our dynamic, distinctive, and tailored curriculum, delivered with extensive knowledge and expertise in cutting-edge facilities. This environment inspires our learners to excel academically, and we are committed to ensuring that each and every one of them transitions to high-quality employment, training, or educational opportunities.

LDE learners enjoy the employer engagement as they realise the purpose in what they are learning, receiving the Knowledge, Skills and Behaviours required to secure academic excellence and progression routes onto industry via higher apprenticeships, university or straight into the workplace.

#### OUR VISION

“Creating technology and employer-led education that provides learners with the ability to exceed their potential, celebrate their diversity and embrace the opportunities of the 4th industrial revolution.”

Our objective is crystal clear: we strive to narrow the UK’s skills gap and equip our learners to leave at 16 or 18 years old with top-notch apprenticeships, job placements, university acceptances, or college courses. We foster close partnerships with numerous employers to deliver an education that is both engaging and perfectly aligned with the demands of the professional world.



#### OUR ETHOS:

Our ethos is straightforward: we view the college as a workplace. Consequently, everyone is expected to conduct themselves professionally and demonstrate mutual respect in all interactions. This mirrors the professional environment our partners operate in. Our college serves as a preparatory ground where our learners develop the skills needed to succeed in their chosen careers.

#### OUR VALUES:

Passionate about everything we do	We commit ourselves wholeheartedly to everything we do. We approach our work with enthusiasm, energy, and positivity. We do what we do because we love it, and this passion shines through.
Reach higher, be better	We are always learning and challenging ourselves and each other, to be the very best we can be. We have the courage to improve the way we work and exceed expectations.
Be respectful and value everyone	We take time to listen to each other and treat people in the way they want to be treated. We are supportive, inclusive and recognise everyone has their own skills and experience to offer. All our family has a voice.
Take care	We look after ourselves, our colleagues, and our community. We have a zero-compromise approach to health, safety and well-being.
Take ownership	We take responsibility and never walk on by. We are proactive – focusing only on solutions instead of problems.
Be proud, be seen	We celebrate our past, we are proud of what we do today, and we are excited about our future.



Here at LDE UTC we are proud to offer a competitive benefits package for our valued employees.

We understand as an employer we need to be flexible and responsive in order to promote diversity and equality whilst being able to attract and retain the highest quality workforce. Therefore, we hope that you will be able to take advantage of some of the benefits we offer whilst you are employed by us.

**Catering Offer:**

LDE offers free breakfasts and lunches whilst at work, this can be from a selection of hot or cold food made freshly on site. On Wednesdays LDE have a 'Free Fruit' day and fresh fruit is available to all staff. Free tea and coffee daily.

**Advise and Counselling Service:**

Our free Employee Assistance Programme (EAP) is a confidential 24/7 telephone line manned by accredited counsellors who are there to help staff with any matters they are worried about (work based or in their personal lives). This service also offers some face-to-face counselling where needed and other excellent benefits.

**Cycle2work Scheme:**

Cycle2work is a government initiative that was introduced in 2001 to encourage more people to commute to and from work by bike, enabling people to make healthier choices and reducing the UK's carbon footprint. The initiative also allows you to make huge tax and National Insurance savings on the cost of a new bike and safety accessories. These savings are achieved via salary sacrifice and managed by us.

**Season Ticket Loan:**

For all staff who have completed 10 months' continuous service we offer a travel loan scheme where we can advance you the cost of your season ticket (subject to certain limits) and deduct this from your net salary each month, thus spreading the cost of your ticket across the year.

**Parking:**

LDE have partnered with neighbouring UEL to secure staff car parking space. There is a limit on how many spaces we get per year and a cost. The parking charge is currently 0.6% of gross monthly salary. You will have to apply for a permit space on a yearly basis.

**Discounted Gym:**

A discounted gym membership at UEL SportsDock is available for LDE UTC staff, just show your LDE UTC ID badge at SportsDock to benefit from this.



#### **Occupational Health Service:**

LDE work with an external company to provide a high quality OH service.

#### **Flu Jab:**

If you wish to take the seasonal flu jab and are not entitled to a free one, LDE will reimburse you for this. We want our staff to stay fit and well.

#### **Staff Well-being Committee (SMILE):**

Members of staff have set this committee up to support well-being amongst staff. Events/team outings are often arranged

#### **Multi-faith Chaplaincy:**

The Haven room located on site is a space which has been created to help you think about how faith, spirituality, and values shape who we are and the choices we make in life. It is a place where you can talk to someone, a place to unwind or if you want to make a difference in your community, the Chaplains can help.

#### **IT Equipment:**

Upon starting with LDE, you will receive a high-quality laptop and laptop bag to the value of £900 on average.

#### **Flexible Working and Working from Home:**

We are happy to be able to offer flexible working to our staff and most staff members take advantage of this and work from home 20% of the week in some shape or form. For teachers this may work around your timetable. For support staff, depending on role, this could be one day at week home working.

We have also implemented a 4.5 day timetable for learners, creating 54% learner contact time and 46% of the working week for PPA and CPL. 10 of the 190 days for our learners are 'flipped learning days' allowing further time for CPL and PPA for teaching staff.

#### **Personal Development:**

LDE offer opportunities for personal and professional development in a supportive environment. Newly qualified teachers to the school are allocated a mentor at the start of their employment and there is a well-planned Induction process for all staff.

#### **Sight Tests & Corrective Spectacles/Contact Lenses:**

LDE staff are entitled to basic vision tests. There are allowances (usually £50) to reimburse staff members for eye tests and the purchase of VDU spectacles/contact lenses.



#### Annual Leave:

On joining LDE, support staff working all year round will benefit from 28 days' annual leave per annum pro rata, plus 8 bank holidays.

#### Pension Scheme:

##### Teachers:

Membership of the Teacher's Pension Scheme.

Key benefits of the scheme are:

- You receive a guaranteed pension through the Teachers' Pension Scheme.
- You pay into your pension and so does LDE as your employer.
- It's a Defined Benefit Scheme, registered with HM Revenue and Customs, based on your salary and service rather than investments – so there'll be no nasty surprises when you come to claim your pension.

##### Support staff:

Member of the Local Government Pension Scheme, key benefits to you are:

- Secure pension.
- Flexibility to pay more or less contributions depending on your circumstances, tax efficient now and in the future.
- Freedom to choose when you would like to take your pension between the age of 55 and 75.

#### Long Service Recognition and Reward:

Staff are rewarded in recognition for their hard work, dedication and loyalty with a bonus following 5 and 10 years of service.

Eligible staff are entitled to the following:

**5 years' service - £250**

**10 years' service - £500**

This is paid via payroll at the end of September to all staff who passed the milestone (5 or 10 years) during the previous 12 months and remain employed.

#### Electric Car Scheme:

Electric Car Salary Sacrifice Scheme is open to all staff following a successful probationary period. We work with a third-party provider to offer the best and environmental friendly driving solution for staff. There are huge savings available on pure electric vehicles as Benefit in Kind is just 2% between April 2022 and April 2025, meaning you can make significant tax and NI savings on the scheme.



<b>Job Title:</b>	<b>Marketing Executive Apprentice – Level 4</b>
<b>Location:</b>	<b>London Design &amp; Engineering UTC / Newham</b>
<b>Contract type:</b>	<b>Fixed term 18-24 months with possibility of permanent role following successful completion of apprenticeship.</b>
	<b>37 hours per week – all year round contract (AYR)</b>
<b>Salary:</b>	<b>Apprenticeship Rates</b>
<b>Accountable to:</b>	<b>Head of Strategic Partnerships, Marketing and Communications.</b>

#### **Core Purpose:**

London Design & Engineering UTC works closely with industry to deliver an employer-led education for young people in East London. Through our work with partners and the TEST Trust, we run programs, events and initiatives that connect learning with real-world opportunity.

We are looking for a Marketing Executive Apprentice to support the promotion of these activities, helping turn what happens across the college into clear, engaging communications and campaigns. Reporting directly to the Head of Strategic Partnerships, Marketing & Communications, you will gain hands-on experience of how marketing works in practice. You will support the planning and delivery of marketing activity across the organisation, with responsibility for both content creation and campaign delivery.

This role goes beyond content production. Over time, you will develop an understanding of audiences, channels and performance, contributing to campaign planning and marketing decision-making. You will complete the Level 4 Marketing Executive apprenticeship alongside your role. This program develops skills in marketing planning, campaign delivery, audience insight, stakeholder engagement and performance analysis.

Your apprenticeship training will be delivered by an external provider through a combination of workshops, coursework and on-the-job learning.

In the workplace you will work closely with the Head of Strategic Partnerships, Marketing & Communications, applying what you learn to real marketing activity across the organisation. As your confidence grows, you will take on increasing responsibility across campaign delivery, channel management and performance analysis.

#### **Key Responsibilities:**

##### **Product - understanding what we promote**

- Work with colleagues across the college to understand and promote activity across our IndEX streams: IndEX Inspire (Masterclasses), IndEX Create (Projects), IndEX Prepare (Skills), and IndEX Experience (Placements).
- Translate organizational priorities into marketing activity and campaigns.

##### **Audience - understanding who we communicate with**

- Develop and apply understanding of key audiences including prospective learners, parents and carers, employers and wider stakeholders.
- Use audience insight to inform messaging and campaign activity.

#### **Channel - delivering marketing activity**

- Deliver marketing activity across multiple channels including online, digital, print and events.
- Learn to use the tools within our MarTech stack to edit content, deliver campaigns and monitor marketing activity across channels.

#### **Campaign & Assets – delivering marketing campaigns**

- Support the planning and delivery of integrated marketing campaigns
- Identify and capture stories across lessons, events and activities taking place across the college
- Produce and manage campaign assets across multiple channels for different audiences
- Monitor engagement and campaign performance and contribute to campaign review and reporting

#### **Professional Development and Learning**

- Work closely with the Head of Strategic Partnerships, Marketing & Communications to connect apprenticeship learning with practical marketing activity.
- Participate in internal and external training as part of the Level 4 Marketing Executive apprenticeship.
- Take ownership of personal learning and development, applying new knowledge and skills to support marketing activity across the organisation.

#### **Equal Opportunities**

- Maintain and demonstrate a good understanding and knowledge of equalities legislation and the College's Equality and Diversity policies as applicable to the role.

#### **Safeguarding**

- Maintain and demonstrate a good understanding and knowledge of Safeguarding Children and the College's Safeguarding policies and procedures as applicable to the role.

#### **Professional Development**

- Maintain and update your own knowledge and skills in line with the requirements of the role.
- To undertake professional development opportunities to keep abreast of best practice
- Attend meetings as required.
- Undertake any additional training highlighted by line management feedback.
- Lead by example to maintain a high standard of professionalism.

#### **Other Duties**

- Adopt a professional approach at all times and ensure all areas of personal activity comply with standards laid down by the UTC.
- Undertake such duties as may be required.



This job description is intended as a guide to the general duties and responsibilities of the post, which will change from time to time according to the needs of the College. It does not form part of the terms and conditions of employment. The post holder will be expected to undertake the duties commensurate within the range and grade of the post or any other reasonable duties as directed by the Principal.

### Person Specification

The successful applicant will be able to demonstrate the following minimum requirements in their career to date through A – Application; B – Tests, Exercises; C – Interview; D– References.

Category	Essential	Desirable
<b>Qualifications</b>	<ul style="list-style-type: none"> <li>GCSE or equivalent in English and Maths, or willingness to work towards these qualifications as part of the apprenticeship (A)</li> </ul>	
<b>Experience</b>	<ul style="list-style-type: none"> <li>Interest in marketing, communications or creative work (A, C)</li> </ul>	<ul style="list-style-type: none"> <li>Experience creating content or contributing to projects (for example social media, blogs, video, photography, events or campaigns) (A, C)</li> </ul>
<b>Knowledge and Understanding</b>	<ul style="list-style-type: none"> <li>Curiosity about marketing, audiences and how communication influences behaviour (A, C)</li> </ul>	<ul style="list-style-type: none"> <li>Awareness of marketing concepts such as audience, channel and campaign (A, C)</li> </ul>
<b>Skills and abilities</b>	<ul style="list-style-type: none"> <li>Willingness to communicate ideas and contribute to discussions (A, C)</li> <li>Comfortable engaging with different people to gather information and insight (A, C)</li> <li>Ability to take responsibility for tasks and see them through to completion (A, B, C)</li> <li>Ability and enthusiasm to learn new tools, systems and ways of working (A, B, C)</li> <li>Ability to think both creatively and logically (A, B, C)</li> </ul>	<ul style="list-style-type: none"> <li>Basic familiarity with digital tools, content creation platforms or analytics tools (A, B)</li> </ul>
<b>Personal qualities</b>	<ul style="list-style-type: none"> <li>Intellectual curiosity and a desire to understand how things work (A, C)</li> <li>Motivation to develop professionally and take on new challenges (A, C)</li> <li>Reliability and a responsible approach to work (A, C, D)</li> <li>Openness to feedback and willingness to improve over time (A, C)</li> <li>Commitment to the aims and values of the college (A, C)</li> </ul>	<ul style="list-style-type: none"> <li>Interest in education, skills development or working with young people (A, C)</li> </ul>



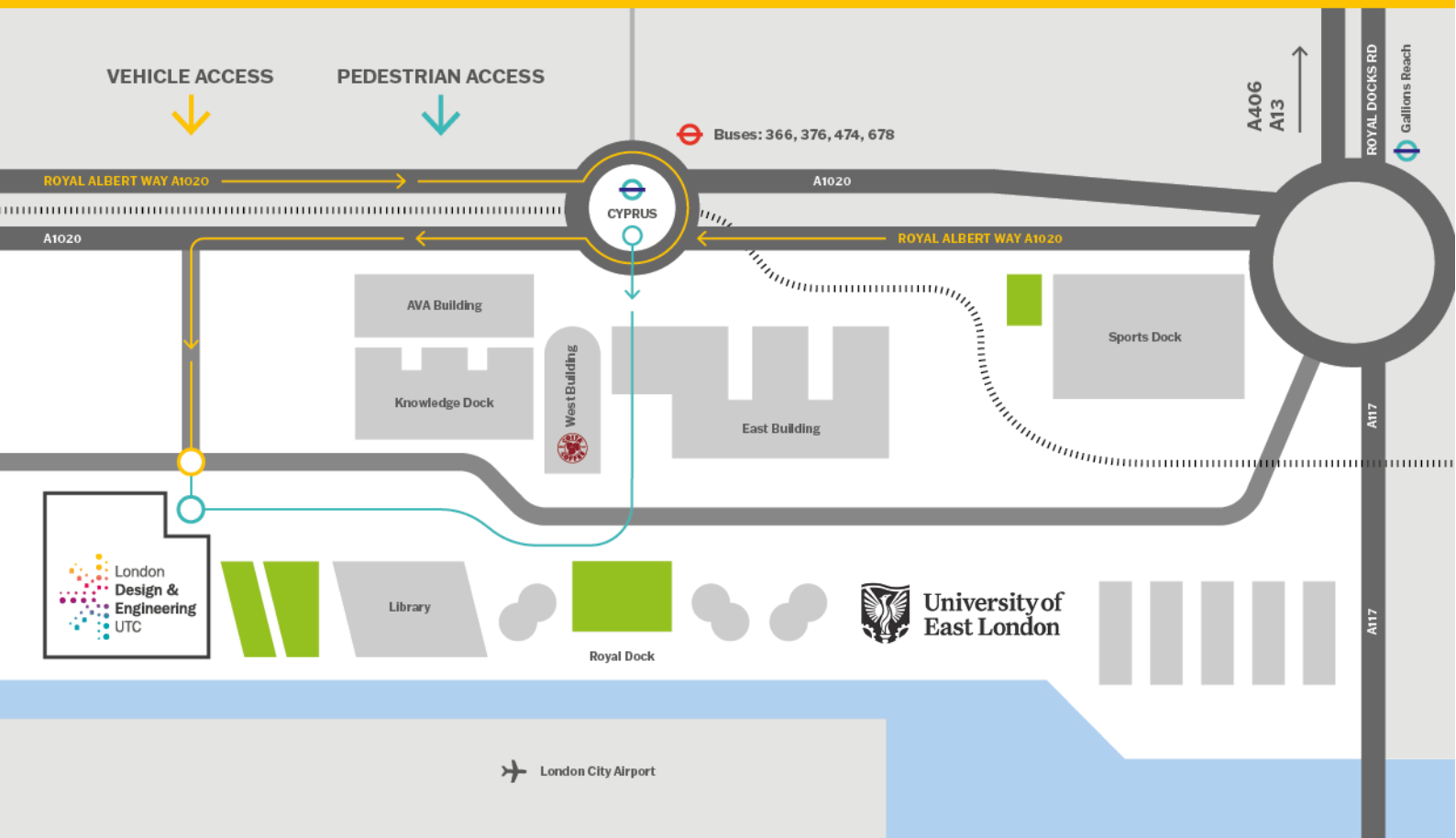
Please apply via TES or email your completed application to: [HR@ldeutc.co.uk](mailto:HR@ldeutc.co.uk)

Closing date: Thursday 30<sup>th</sup> April 2026 at 9am

Shortlisting: Friday 1<sup>st</sup> May 2026

Interviews: Week commencing Tuesday 4<sup>th</sup> May 2026

Start date: As soon as possible (depending on notice period).



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