



Notre Dame

CATHOLIC SIXTH FORM COLLEGE

www.notredamecoll.ac.uk
enquiries@notredamecoll.ac.uk
0113 2946644
Principal: Justine Barlow

Marketing Assistant

Full-Time 37.5 hours per week*

The appointment will be made on the Sixth Form Colleges' Employers' Association Salary in the range of scale point 25 to 29 (£20,765 - £23,496), dependant upon skills and qualifications.

The Governors seek to appoint an enthusiastic and committed Marketing Assistant to commence December 2019.

Marketing at Notre Dame Catholic Sixth Form College

Are you a creative and driven individual, who is looking to kick start their career in marketing? Are you organised, friendly and enjoy interacting with people? Do you have outstanding written and verbal communication skills? Do you want to start a career with an organisation that cares about their staff and wants to make a real difference? If so, then this role could be the perfect opportunity for you to become a Marketing Assistant at an Outstanding Sixth Form College in Leeds.

Notre Dame Catholic Sixth Form College is the largest Sixth Form College in Leeds with approximately 2000 16-19 year old students studying a range of A level and Level 3 vocational courses. We are a diverse and friendly community with a long track record of Outstanding achievement spanning over 30 years.

MAIN PURPOSE OF JOB:

This role offers a great opportunity to develop event management and marketing experience, utilising a range of channels such as social media and digital and copy writing. You will work closely with the Marketing Manager and Marketing Coordinator to co-ordinate major events e.g. open events, and work with partner and associate schools to promote the College.

Ideally, you will be educated to degree level in a relevant subject and hold a GCSE or equivalent in English and Maths at grade C/4. You will also need a full UK driving licence and access to a car.

In return, we offer a friendly working environment, pension scheme, continued professional development and many other benefits.

*Due to the nature of the role, there is flexibility in the divide of working days and hours including working unsociable hours for which lieu time can be arranged.



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The job description is an outline of the key tasks and responsibilities and is not intended as an exhaustive list. The job may change over time to reflect the changing needs of the College, as well as the personal development needs of the post holder.

Responsibilities which might change from time to time are as follows:

- To ensure that the Notre Dame brand is used consistently and effectively across all platforms.
- To regularly represent the College at partner and associate high school events such as information and parent evenings and career evenings.
- To help contribute to raising the profile of Notre Dame locally (including within the Diocese) and nationally, with a particular focus on increasing the number of applications from prospective students.
- To regularly achieve goals outlined in the College marketing strategy
- To contribute to publicity projects within College as directed including taking professional photographs.
- To help create and publish regular well-written, engaging copy for the college website, social media channels and external press.
- To create professional print and digital promotional materials e.g. posters, social media content, videos using Adobe Creative Suite (Photoshop, InDesign and Premiere Pro) and professional visual and audio equipment.
- Handle and publish branded content on the College's social media accounts to attract potential students and other stakeholders.
- To help continuously develop social media as an effective marketing and communication tool for the college.
- To help implement regular and agreed communication with prospective students and their parents/ carers as a 'keep warm' strategy, particularly during the application cycle.
- To further develop relationships with partner and associate schools
- To perform other duties as identified by the Marketing Manager.
- To contribute to the College's Catholic ethos.



MARKETING ASSISTANT PERSON SPECIFICATION

Referees will be asked specifically to comment on the attributes below.
The ability to meet the person specification will be verified by the application, interview, task, certificates and references as appropriate.

PERSONAL AND PROFESSIONAL REQUIREMENTS

Method of Assessment

A = Application I = Interview T = Task C = Certificate/s R = Reference

Essential

• Degree (or equivalent) in related field (ideally in Marketing)	A, I, R
• GCSE pass at grade C or above in Maths & English (or equivalent)	A, I, R
• Strong Knowledge of IT software (MS Office and Excel)	A, I, R
• Clear desire to want to work in a Marketing Department	A, I, R
• High level design skills	A, I
• Experience with E-Marketing	A, I, R
• Strong knowledge of social media and how to maximise its impact	A, I
• Ability to be a team player with self-motivation	A, I, R
• The ability to work to tight and changing deadlines	A, I, R
• Ability to use photographic, video and audio equipment to produce well-shot professional photographs and video content	A, I
• Creative with good knowledge of current trends and design styles	A, I
• Excellent interpersonal skills	A, I, R
• Excellent organisation skills and comfortable in prioritising workload	A, I, R
• Flexible to work some evenings/ weekends at certain times of the year	A, I
• Clean full driving licence with access to own transport	A, I
• Display a commitment to Equal Opportunities and to the Catholic Ethos of the College	A, I, R

Desirable

• Understanding of curriculum offer for 16-19 yr students	A, I
• Experience of working in a 11-18 educational establishment.	A, I, R



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To apply for a job, you must be eligible to work in the UK.

The application form plays a most important part in our selection process. **Please do not send us your standard CV (curriculum vitae).** It is vital that you fill in the form as fully and accurately as possible.

At the initial shortlisting stage we will pay particular attention to how well your experience and skills fit **the criteria of the Person Specification** and ***you should address these clearly in your application.***

The College is committed to Safeguarding and promotes the welfare of young people and expects all staff, students and volunteers to share this commitment.

In promoting equality we welcome applications from all sections of the community.

This post is subject to an enhanced Disclosure and Barring Service check under the Protection of Children and Young Persons procedures. If you are selected for interview you will be required to consent to the necessary enquiries being made.

Completed applications should be returned via the TES Portal.

Closing date: 9am on Wednesday 20th November 2019

It is intended that interviews will take place on Wednesday 27th November 2019

Applicants who have not been contacted within four weeks of the closing date should assume that, on this occasion, their application has been unsuccessful.

Thank you for your enquiry and interest in this post.

About Notre Dame Catholic Sixth Form College

Notre Dame Catholic Sixth Form College is one of the top sixth form colleges in the country with a historical track record of success. We are extremely proud of all our students' achievements, especially the individual progression that they each make in their time with us. The success is built upon teamwork between staff and students. Our staff are passionate about working with young people and always go the extra mile to provide guidance and support to help them succeed.



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We are in a prime central location adjacent to Leeds University, within walking distance of the city centre with good transport connections to the rail/bus stations, uniquely situated down a tree lined avenue which provides a peaceful almost non-urban setting. Parking on site is provided.

Our core activity is to provide education for students aged 16-19, offering a range of A Level and BTEC courses, at both level 2 and 3. We are a highly successful college of approximately 2000 full time 16-18 year olds and oversubscribed each year. Student destinations are excellent, with circa 80% progressing to University, a significant number achieving Russell Group and Oxbridge places, and with an increasing number of students opting for apprenticeships. Students study in a purposeful and diverse environment with a strong focus on respect in which every learner genuinely does matter.

An Outstanding College

We are Ofsted grade 1 Outstanding and have a sustained track record of outstanding results at A level and BTEC/CTEC as measured by ALPs, which puts Notre Dame Catholic Sixth Form College one of the top Sixth Form Colleges in the country. There is a culture of high expectations and rigorous quality improvement in all areas with students continuously achieving well above their target grades and making a positive contribution to the College and its wider community. Student attendance and behaviour are exemplary, illustrating that the Catholic mission and ethos of the College is lived out at all levels.

Our Community

Notre Dame offers Catholic students from Leeds and surrounding towns and districts an excellent opportunity to continue their education in an environment that lives by its mission to build a community based on faith and trust. The College has a high proportion of students from disadvantaged areas (the College is in the lowest quartile of providers nationally in terms of disadvantage). Students are supported in their personal, academic and spiritual needs. Although the majority of the students are from Catholic backgrounds, the College welcomes students of other faiths and celebrates the diversity of the student population.

Links with the Catholic and local high schools are very strong. The Principal meets regularly with Head Teachers to discuss and share a wide range of curriculum, pastoral and strategic issues. Relationship with the Diocese of Leeds are maintained through the foundation governors.

The College has outstanding links with both the local and wider community. Learners and staff fully contribute to this for example, students at the College are encouraged to engage in volunteer work within the community. Voluntary work is carried out in the local community by the CAFOD Group; Health and Social Care students; the Medevs (medical, dentistry and veterinary science



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enrichment group) and Chaplaincy. The curriculum departments also contribute widely to the links with local community groups, employers, charities and local primary schools.

Notre Dame has an extensive range of enhancement and enrichment activities, involving many team sports, drama and overseas visits. There is a first-class programme of student support and a very active Chaplaincy group.

As a Catholic Sixth Form College we strive to be a centre of educational excellence for the community built on faith, respect and trust. We celebrate diversity amongst all our students and staff and seek to nurture the gifts of each individual through high quality teaching and learning and dedicated pastoral care.

Staff at Notre Dame Catholic College

Notre Dame Catholic College has achieved all of its success through the hard work, skills and commitment of all staff. We seek to work with an inclusive and transparent style of management, which is open, consultative and encourages all staff to participate in the leadership and management of the College. The development of staff skills is a priority for the College and teams are encouraged to innovate and continuously improve Notre Dame's curricular and pastoral offer to its students.

What our staff say about Notre Dame Catholic College

Teacher of Law

'I have worked here for 13 years because it is a college which cares about the students both academically and pastorally and which allows them to achieve their potential.'

Head of Department

'Working at Notre Dame was the best career decision I could have made. Since my first day I have always felt supported, challenged but above all empowered to teach my subject the way I want to teach it.'

Course Leader

'I am new to the College and I have found everyone to be so supportive and helpful. There is an air of kindness and I am trusted to do my best for our students. Everyone is in it together to work, succeed and grow.'

Teacher of Health and Social Care

'I have been here for nearly 9 years and cannot believe how fast time has flown. I absolutely love it here, the great students, the wonderful staff who are genuinely so caring and the feeling of being part of such a 'tight' family. We all do work hard, but I don't mind as I feel valued and



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appreciated. Even though I am Sikh, I have always felt a strong sense of connection within this Catholic college allowing me to develop strong friendships. I honestly believe that my time at Notre Dame has enabled me to be the best possible version of myself as a professional and as a person.'



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What our students say about Notre Dame Catholic Sixth Form College



Name: Amy Kitchingman

High School: Bruntcliffe School

Programme of Study: A level English Literature, English Language, History and EPQ

Careers/ university aspirations: BA English at the University of Cambridge

What do you like most about Notre Dame:

Notre Dame enabled me to follow my dreams with the support of the amazing Enhancing Excellence scheme and the English Department.



Name: Isacc Grinnell

High School: David Young Community Academy

Programme of Study: A level Politics, Art and Geography

Careers/ university aspirations: BA Politics at Lancaster University

What do you like most about Notre Dame:

Notre Dame is a really good community to be a part of because you are with people your own age. I felt Notre Dame's ethos is really good and i felt it had good values about people and there is a great support system in place.



Name: Kyra Clarke

High School: Carr Manor Community School

Programme of Study: A level Business, Economics and Sociology

Careers/ university aspirations: BA Economics and Politics at The University of Manchester

What do you like most about Notre Dame:

My favourite thing about my time at Notre Dame was the excellent economics teachers who helped me find a passion for the subject I am now studying at university.