



POST	ASSISTANT MARKETING MANAGER
RESPONSIBLE TO	MARKETING MANAGER
HOURS	37 hours per week, full year – normally, 08:30 to 16:30 Monday to Thursday and 08:30 to 16:00 on Friday, however, due to the nature of the role the post holder will need to work flexibly. Lieu time is arranged for time accrued outside of these times.
SALARY SCALE	Appointment will be made on the Sixth Form Colleges' Association Salary spine for Support staff, spine point SP16 £28,073 – SP19 £30,925 per annum.
START DATE	This post will commence as soon as possible

Applications from all faiths are welcomed

Are you a creative and driven individual, who is looking to progress 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 work in an organisation that cares about their staff and wants to make a real difference?

If so, this role could be the perfect opportunity for you to become an Assistant Marketing Manager at our Outstanding Sixth Form College in Leeds.

This role is hands-on and offers a great opportunity to take the next steps in becoming a marketing leader. The College is looking for an inspirational and visionary individual to assist the Marketing Manager in implementing the marketing strategy for the College, including school liaison, the day to day PR and the media and communication activities. The Marketing team is a busy team and has a wide-ranging remit, working closely with an extensive range of stakeholders across the city of Leeds, primarily with current and prospective students. They are highly pro-active in using various channels to promote the college, whilst also having an energy for creative solutions to ensure Notre Dame retains its high profile, reflective of an outstanding college.

MAIN DUTIES & RESPONSIBILITIES

- To deputise for the Marketing Manager as required.
- To assist the Marketing Manager in all areas of marketing, including all liaison with schools under the Admissions Process.

- To assist and take a lead producing effective marketing strategies to promote Notre Dame Catholic Sixth Form College to all stakeholders, including the Diocese and Leeds city.
- To look for innovative and imaginative ways that the College might maximise its exposure to the 'market place'.
- To help provide creative direction in the production of all marketing materials and lead in producing the College's annual prospectus from concept to print.
- Liaise with external agencies in the production of marketing materials to ensure consistent identity and value for money.
- To help manage and update of the College's website and supporting admission portals and develop its design and continuous improvement by liaising with external developers when required.
- To help engage with academic staff to build relationships, provide support and develop their understanding of activities of the marketing department.
- Assist the Marketing Manager in developing and implement a whole College approach to internal promotion/visual displays to ensure a consistent use of the Notre Dame brand.
- In the absence of the Marketing Manager, work with the Principal and SLT to help lead and direct appropriate and branded delivery of all necessary activities both in schools and College.
- To help develop on digital marketing strategies, ensuring equally high impact for all marketing materials produced.
- To help write well written news stories for the website.
- To assist the Marketing Manager in managing the marketing budget, providing a clear strategic direction for the management of the budget, ensuring that value for money is prioritised.
- To lead by example of a relentless positive 'can-do' approach to ensure targets are met and the college profile is maintained to the highest possible standard.
- Support the Marketing Manager in meeting the needs of the Marketing Strategy meeting immediate, short term and longer-term targets.
- To engage in all quality assurance procedures and help prepare an annual self-assessment report.
- To support the provision of reports to SLT, Governors and other stakeholders.
- Provide the highest quality customer service.
- To be an excellent ambassador for the college at all times.

School Liaison and Admissions

- To assist the Marketing Manager in providing strategic direction to the work on the link with schools.
- To help manage and steer liaison activity between the College and the High Schools.
- Confidently deliver presentations at school assemblies and be an ambassador for the college by attending day and evening school events.
- To help advise prospective students on course details as part of school liaison activity.
- To help manage the liaison work ensuring any member of staff represents the College within schools in full keeping with the Mission & Ethos.
- Taking a lead in managing, planning and promoting Taster Days, Information Evenings, and Open Events etc.
- To help ensure that students in High Schools receive appropriate advice about College provision and progression opportunities beyond College.
- To work with the Marketing Manager, Principal, SLT and Admissions to continue developing an effective and efficient administrative system to process applications to the College.

Other

- To have regard to the principles and values expressed in the College’s Mission Statement.
- To demonstrate a commitment to promoting and safeguarding the welfare of children and young persons in line with College policy.
- To have full regard for the College’s Equality and Diversity and Health and Safety requirements.
- Be aware of and adhere to all College policies and procedures, including Financial Regulations.
- To take responsibility for continuing personal and professional development and to keep abreast of marketing initiatives in order to facilitate all aspects of the post.
- Support the Strategic aims and objectives of the College
- To participate in appraisal arrangements, as and when required.
- To undertake other duties and responsibilities commensurate with the nature of the post, and as may be requested by the Principal.

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.

PERSONAL AND PROFESSIONAL REQUIREMENTS

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.

Method of Assessment

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

Essential	Method of Assessment
• Educated to Degree level in Marketing or related field	A, I, T, R
• Relevant experience of working in a successful marketing or similar environment, undertaking a variety of Marketing duties	A, I, T, R
• Excellent literacy skills	A, I, T, R
• Strong Knowledge of IT software (MS Office and Excel)	A, I, R
• High level design skills – experience using Canva, Photoshop, InDesign, and Premiere Pro	A, I, T, R
• Strong creative skills with good knowledge of current trends and design styles	A, I, T, R
• Ability to use photographic, video and audio equipment to produce well-shot professional photographs and video content	A, I
• Experience of managing and developing a website using a CMS e.g. WordPress or equivalent.	A, I, R
• Experience with E-Marketing software	A, I
• Excellent copywriting and proofreading skills	A, I, R
• Ability to lead a team effectively	A, I, T
• Positive, approachable and flexible manner with a positive ‘can-do’ approach and positive attitude to work	A, I, R
• Able to demonstrate excellent working knowledge of MS Office word and Excel	A, I, T, R

• Ability to remain calm under pressure	A, I, T, R
• Excellent interpersonal/communication skills via telephone, email or in person, able to deliver presentations to an audience	A, I, T, R
• Ability to work with external design agencies from concept to production	A, I
• Strong knowledge of social media and developing digital marketing strategies.	A, I
• Organised, methodical and accurate approach to work	A, I, T, R
• Work to high levels of confidentiality and professionalism	A, I, T, R
• Excellent problem-solving skills	A, I, T, R
• Have an ability to enthuse, inspire and motivate staff	A, I, R
• Excellent organisational skills with the ability to work to tight and changing deadlines	A, I, R
• Able to demonstrate successful experience of use own initiative to organise own workload	A, I, R
• Have an ability to set and achieve high standards for themselves, colleagues and students	A, I, R,
• Genuine enthusiasm for and interest in Marketing and management	A, I, R
• Able to demonstrate working to policy and procedure	A, I, R
• Able to demonstrate successful experience working as a member of a team	A, I, R
• Excellent record of attendance and punctuality	A, I, R
• Flexible to work some evenings/weekends at certain times of the year	A, I, R
• Clean full driving licence with access to own transport	A, I
• Understanding and commitment to equal opportunities	A, I, R
• Commitment to safeguarding and promoting the welfare of young people	A, I, R
• Display the values, attitudes and behaviour consistent with the Catholic ethos of the College	A, I, R

Desirable

• Knowledge of the post-16 curriculum offer	A, I
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COMPLETING YOUR APPLICATION FORM

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 each of 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. This post is also subject to a satisfactory Social Media Check.

Completed applications should be returned via the TES portal.

Closing date: 9AM on Monday 26 June 2023.

It is intended that interviews will take place week commencing 26 June 2023.

Please note that we reserve the right to call particularly strong candidates for interview before the closing date, therefore early applications are encouraged.

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.

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 Marketing 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 2400 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 very proud our recent Ofsted inspection has again graded the College for all areas as **Outstanding** demonstrating a sustained track record of outstanding both academically and pastorally. Our results at A level and BTEC/CTEC as measured by ALPs are consistently outstanding, 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. 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 Sixth Form 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.

A core focus on **Staff wellbeing** is key to our success, the college provides numerous initiatives throughout the year to support wellbeing and everything we do is underpinned by the Framework for Ethical Leadership in Education.

What our staff say about Notre Dame Catholic Sixth Form College

"Being a new member of staff what I have enjoyed most about the environment is the diversity. Students from such a variety of backgrounds provided an opportunity within the classroom to gain different perspectives."

Teacher of Geography

"I have worked at Notre Dame for 15 years, as it is a college which puts the students at the front and centre of everything we do. As a community we are diverse and inclusive providing a space for students to discover themselves academically, socially and spiritually."

Enhancing Excellence Coordinator, Head of EPQ and Teacher of Biology

"A great community spirit! Staff and students work well to make a caring, positive environment."

Head of Geography

"There is a very friendly, supportive atmosphere at Notre Dame and as a member of staff I feel valued."

Teacher of Criminology and Senior Tutor

"I love the shared vision of helping students reach their potential not just intellectually, but emotionally and spiritually. It really does come through in what is valued here."

Teacher of Philosophy, Theology and Ethics



Notre Dame
CATHOLIC SIXTH FORM COLLEGE

WHAT OUR STUDENTS SAY ABOUT US



Name: Somtochi Agim

School: St Thomas a Becket Catholic High School

Programme of study: A-level Biology, Psychology and Media Studies

What do you like most about Notre Dame?: "I love the diversity at Notre Dame and how there is a clash of culture and it makes Notre Dame lively. There is also so much freedom and opportunity to express yourself no matter what faith or background you come from."



Name: Jack Johnson

School: The Famley Academy

Programme of study: A-level Psychology, PE and History

What do you like most about Notre Dame?: "The best thing about Notre Dame for me was the freedom; choosing between studying, going to get food or meeting friends really made Notre Dame an enjoyable experience."



Name: Neil Davies-Odusanya

School: Cardinal Heenan Catholic High School

Programme of study: A-level Maths, Physics and Computer Science

What do you like most about Notre Dame?: "Notre Dame is a fantastic multicultural college I am proud to be part of. The teachers are very supportive and there are many extra curricular opportunities such as TEAM ND".