

## POST DESCRIPTION

### Digital Marketing Coordinator (full time)

**DEPARTMENT:** Marketing

**RESPONSIBLE TO:** Marketing Manager

**PURPOSE OF POST:** To assist the Marketing Manager in implementing the marketing strategy for the College with specific attention to producing branded and professional print and digital promotional materials (including filming and taking photographs), creating and tracking social and online advertising campaigns and supporting the marketing team at internal and external events.

**HOURS OF WORK:** 37.5 hours per week\*

\*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.

**SALARY:** The role is graded at scale point 25 to 29 (£20,765 - £23,496).

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.

Your detailed 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 achieve goals outlined in the college marketing strategy
- To contribute to publicity projects within College as directed including taking professional photographs and planning and filming promotional video content.
- Handle and publish branded content on the College's social media accounts to attract potential students and other stakeholders.
- 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.
- To design and produce the college newsletter with the Marketing Team.
- To continuously develop social media as an effective marketing and communication tool for the college.



- To contribute to the creation and implementation of an annual social media content strategy with the Marketing Manager, including the promotion of key dates and engage with current and prospective students and parents.
- Create engaging organic and paid-for social media campaigns to promote open events and key application events.
- Use Google AdWords effectively as a means of promoting events and application dates.
- Utilise Google Analytics to inform and implement website updates in maintaining an effective user friendly website with the Marketing Manager.
- To represent the college at partner and associate school information evenings and career evenings.
- To occasionally assist students with the use of the Apple Macs and equipment of the Media department
- To perform other duties as identified by the Marketing Manager.
- To contribute to the College's Catholic ethos.

## 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
• Experience of working in a Marketing Department	A, I, R
• Experience of designing professional print and online promotional materials for external printers, agencies and advertisers	A, I, R
• Experience in creating and managing paid-for and organic social media and Google AdWords campaigns.	A, I, R
• High level design skills in Adobe Creative Suite including Photoshop, InDesign and Premiere Pro	A, I, R
• Experience of using Google Analytics effectively to inform website updates	A, I, R
• Experience with E-Marketing	A, I, R
• Ability to be a team player with self-motivation	A, I, R
• The ability to work to tight and changing deadlines	A, I, R
• Experience of professionally managing a range of company social media accounts including Facebook, Twitter, Instagram, Snapchat and LinkedIn	A, I, R



• Ability to use photographic, video and audio equipment to produce well-shot professional photographs and video content	A, I, R
• Creative with good knowledge of current trends and design styles	A, I, R
• 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, R
• Display a commitment to Equal Opportunities and to the Catholic Ethos of the College	A, I, R

**Desirable**

• Understanding of Further Education offer	A,I,R
• Experience in using WordPress and possess web development skills	A, I, R
• Experience of working in a 11-18 educational establishment.	A, I, R

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 Friday 27<sup>th</sup> September 2019**

It is intended that interviews will take place on Wednesday 2<sup>nd</sup> October 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.

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 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 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.'*



**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.*