



# **STAFF VACANCY**

## **COMMUNICATIONS & ADMISSIONS MANAGER (1.0 FTE)**

**TO COMMENCE AUGUST / SEPTEMBER 2024**



### **Mission**

Holy Cross, founded by the Daughters of the Cross, is a Catholic Sixth Form College and University Centre, which exists to promote a high quality education within a community based on Gospel values.

We provide the opportunity for each person to develop spiritually, morally and intellectually and we welcome students and staff of all faiths.



**Holy Cross College**  
*Catholic Sixth Form*  
*College*  
*and University Centre*

Manchester Road, Bury, BL9 9BB

Tel 0161 762 4522

Fax 0161 762 4507

Website: [www.holycross.ac.uk](http://www.holycross.ac.uk)

Email [hr@holycross.ac.uk](mailto:hr@holycross.ac.uk)

Principal Ms C Vitti

July 2024

Dear Applicant

Thank you for your interest in the role of Communications & Admissions Manager (1.0 FTE), at Holy Cross College, Bury.

As a Catholic College for the Community, we welcome staff and students of all faiths. We strive continuously to maintain and further improve our success within a friendly, supportive and caring environment through the commitment and enthusiasm of our incredibly dedicated, caring and expert staff.

We have a first-rate system of pastoral care and support, with specialist tutors to guide our students through their studies and achieve their goals. All of these were highly praised in our Ofsted report where we were rated "Good" for some judgements and "Outstanding" for others.

We see our students as unique individuals and we do all that we can to encourage students to develop a wide range of interests as well as pursuing their particular gifts and talents – so enrichment is particularly important here.

We run a highly successful University Centre with two partner universities.

Set out below is a job description and person specification relating to this vacancy, together with some additional information about the College. If you wish to learn more about the college, individual courses and examination success please look at our website: <http://www.holycross.ac.uk>.

If you feel you meet the requirements of the post and are inspired by the prospect of taking up this important role at Holy Cross, so crucial for the college in so many ways, I hope you will apply to join us. Completed applications should be returned to the Human Resources department (by email only) **by 8.00am on Thursday 22<sup>nd</sup> August 2024**. Interviews will take place on 29<sup>th</sup> August 2024.

We ask that you accept, in the interests of economy, if you have not heard from us within 3 weeks of the closing date, that you have been unsuccessful on this occasion.

Yours faithfully

Carina Vitti

**Principal**



## **Background to Communications, Admissions and Marketing**

The department has well established track record of high-quality marketing and communications, resulting in many years of successful admissions. Alongside the full-time manager, there is an Admissions Officer (0.9 FTE), a Marketing Co-ordinator (1.0) and a small number of additional hours from the College Administration Team.

Key events throughout the academic year provide a structure for the recruitment of students, with sensitive and clear communications with all stakeholders being at the heart of all of these processes. High school liaison talks and careers' events take place throughout the first term of the academic year, coinciding with the opening of the application window. Applications are supported by well attended college Open Events in October. All applicants are interviewed during November, December and January, leading to offers in February, New Students' Day in June and ultimately enrolment in August/September as the beginning of the next academic year. We also hold marketing events for high school students before they reach Year 11.

Marketing of all college events both internally and externally is a crucial aspect of the department's work, including the College website, on site screens, press and social media.

As a dynamic and creative leader of the College's admissions and marketing function the successful candidate will build upon the current successes and bring new ideas and innovations to the team.



## Job Description

### TITLE:

**Communications & Admissions Manager**

### PURPOSE:

- To take overall responsibility for the communications and marketing of the College, working closely with the Director of the University Centre and Assistant Principal (Curriculum), following the Ethical Leadership Framework in line with the Mission and Values of the College.
- To take responsibility for all matters relating to the admission of students to the sixth form college.
- To take overall responsibility for college liaison with High Schools.

### REPORTING TO:

Assistant Principal (Curriculum)

### RESPONSIBLE FOR:

Admissions Officer and Marketing Coordinator

### LIAISING WITH:

Subject staff, Careers staff, MIS Manager, prospective students and their parents/carers, Estates Manager, Curriculum Leaders, Progress Tutors, Timetable Manager, Director (and Deputy Director) of the University Centre and SLT.

### WORKING TIME:

Full year, 36.25 hours per week

### SALARY / GRADE:

Support Staff Salary Scale Points 20 – 22 (£34,391 - £36,417 FTE per annum)

### MAIN (Core) DUTIES:

#### Marketing:

- To ensure the production and distribution of Open Event information including letters, advertisements, publicity materials etc.
- To organise Open Events, including necessary staffing, rooms, signage, student help, talks.
- To organise market research for sixth form admissions related activities (e.g. interview evenings, enrolment, high school liaison, Vector software).
- To co-ordinate market research and marketing strategy for the University Centre, liaising with the Director of the University Centre
- To produce and monitor the marketing plan.
- To lead meetings of the Marketing Group, which includes representatives from the University Centre. To produce terms of reference, membership details and records for these meetings.
- To be responsible for the production of college prospectus.

- To prepare press statements and advertisement, and to oversee these when prepared by the marketing co-ordinator..
- To be responsible for the production of all college publicity materials including social media, documents, display boards and internal publicity.
- To monitor the marketing activities of competitors.
- To monitor and evaluate all marketing activities.
- Contribution to Needs Analysis for the college.

#### Liaison:

- To organise High School talks, including production of materials, organisation of college speakers, curriculum staff and student help, where relevant.
- To organise college representation at Careers' Evenings, Transition Evenings and other events in High Schools.
- To take part in liaison/collaboration activities with other relevant establishments.

#### Admissions:

- To ensure the organisation of the application process, including application forms, references and acknowledgement communications.
- To contribute to the review of entry requirements.
- To contribute to nationally, regionally and locally driven curriculum developments.
- To organise interviews for prospective students, including organisation and training of staff, collaboration with High Schools, information for students, parents/carers, organisation of the interview evenings and late interviews.
- To organise the offer process, including selection meetings, production and distribution of offer letters.
- To organise the re-admission to college of existing students including Progression Year students and to support re-enrolment for re-starters by liaising with relevant pastoral staff.
- To organise New Students' Day and Futures Day, including the production of timetables, information for students and staff, student help, staff training.
- To organise all student enrolment, including the production and distribution of information for students and staff, parents/carers, staff training, waiting list and reserve list.

#### Quality Assurance:

- To ensure the effective operation of quality assurance systems.
- To contribute to any relevant audit processes undertaken by the College and/or its partners.
- To implement college quality assurance procedures and to ensure adherence to those for marketing, liaison, application and enrolment.
- To write the SAR for the areas of responsibility which contributes to the College's self-assessment report and University Centre quality assurance processes.
- To monitor and evaluate the area in line with agreed college procedures including evaluation against quality standards and performance criteria.
- To seek/implement modifications and improvements where required.
- To ensure that the area's quality procedures meet the requirements of Self-Assessment and the Strategic Plan.
- To manage development planning in respect of marketing, liaison, application and enrolment.

#### CIS/MIS/Administration:

- To ensure the maintenance of accurate and up-to-date information in relation to the admissions process on the college information system (CIS).
- Work with the College MIS Team, to organise reports for the Senior Leadership Team (SLT) and/or as part of the College's quality cycle, as appropriate.

#### Staffing:

##### Staff Development

- To take part in staff development as appropriate.

- To take part in the College's Professional Development Review process both as a reviewee and a reviewer.
- To contribute towards the staff development of other staff as appropriate.
- To work with the Assistant Principal (Curriculum) and HR Manager to ensure that Staff Development needs are identified and met.
- To ensure the effective induction of new staff in respect of Admissions.

#### Deployment of Staff

- To promote teamwork and to motivate staff to ensure effective working relationships.
- To provide cover for other Admissions staff as appropriate.
- To supervise effectively the duties of the Admissions Officer and Marketing Coordinator.

#### Communications:

- To ensure that all members of staff are familiar with policies/procedures/activities within the areas of responsibility.
- To attend meetings in accordance with the College's meetings schedule.
- To liaise with staff, colleagues in schools, students, parents/carers, and external agencies where appropriate.
- To provide managerial oversight of internal marketing communications within college, including for the University Centre (e.g. digital signage).
- To ensure effective communication as appropriate.

#### Resources:

- To manage the available resources of staff, space, budgets and equipment efficiently and in accordance with the College's Financial and Business Procedures and other policies as appropriate.

#### Other:

- To support the aims and objectives of the College.
- Any other duties of an equal nature as assigned by the Principal or their designated alternate.



## Person Specification

	Essential	Desirable
<b>Personal</b>	<ul style="list-style-type: none"> <li>Enhanced Disclosure Clearance by Disclosure &amp; Barring Service.</li> <li>Medical Clearance.</li> </ul> <p><b>Note: both of the above would be following an initial offer of appointment.</b></p> <ul style="list-style-type: none"> <li>Two satisfactory references.</li> <li>Excellent record of attendance (subject to the requirements of the Equality Act).</li> <li>Ability to meet the requirements of the Asylum and Immigration Act (in as much as you must be eligible to work in the UK).</li> <li>Other relevant checks in line with Keeping Children Safe in Education guidance.</li> </ul>	
<b>Qualifications</b>	<ul style="list-style-type: none"> <li>Level 6 (degree level) qualification.</li> <li>Willingness to undertake appropriate safeguarding training, should this not already be in place.</li> </ul>	<ul style="list-style-type: none"> <li>Leadership/Management training/qualification or equivalent experience</li> <li>Qualification in marketing, communications or similar.</li> <li>Training or experience in the ethos of Catholic schools/colleges.</li> <li>IT qualification or equivalent experience</li> </ul>
<b>Experience and Knowledge</b>	<ul style="list-style-type: none"> <li>Experience of impactful communications and/or marketing, including content creation and/or management.</li> <li>Experience of successfully managing and/or organising events, people and/or teams.</li> <li>Ability to inspire confidence and gain trust, with a proven record of effective communications.</li> <li>Consistent evidence of a positive and constructive approach to issues and challenges within current role.</li> <li>Knowledge and experience of quality assurance systems and Key Performance indicators.</li> <li>Proficient in the use of appropriate ICT.</li> </ul>	<ul style="list-style-type: none"> <li>Experience of related work in a Sixth Form College or secondary school.</li> <li>Evidence of appropriate professional development.</li> <li>Excellent relational skills, displaying developed emotional intelligence and maturity.</li> <li>Mature and balanced judgement with excellent diplomatic skills.</li> <li>Experience of innovative handling, use and development of technology, especially related to marketing and communications.</li> <li>Understanding of the pastoral dimension of work within a college.</li> </ul>

	<ul style="list-style-type: none"> <li>• Experience of managing difficult situations through to successful outcomes.</li> <li>• Knowledge of the law and how it impacts on communications within college and with wider stakeholders.</li> </ul>	
<b>Skills and qualities</b>	<ul style="list-style-type: none"> <li>• Commitment to the values and ethos of the College.</li> <li>• Clear vision and ability to implement strategy successfully.</li> <li>• Excellent record of attendance and punctuality.</li> <li>• Positive attitude, showing energy, enthusiasm and diplomacy.</li> <li>• Ability to hit deadlines.</li> <li>• Excellent communication and presentational skills, orally and written.</li> <li>• Excellent organisational and planning skills.</li> <li>• Ability to relate very well with staff, parents/carers, students and representatives of partner organisations.</li> <li>• Ability to manage change.</li> <li>• Excellent team working skills.</li> <li>• Ability to motivate staff/students.</li> <li>• Flexibility and adaptability.</li> <li>• Excellent time management skills.</li> <li>• Excellent problem solving skills.</li> <li>• Commitment to Equal Opportunities.</li> </ul>	<ul style="list-style-type: none"> <li>• Persuasive skills.</li> <li>• Ability to innovate.</li> <li>• Willingness to undertake relevant further training or academic study/research.</li> <li>• Patience.</li> <li>• Persistence.</li> </ul>





## General College Information

### Working at Holy Cross College

We believe Holy Cross Sixth Form College is a great place to work as we genuinely care about all our staff and want them to be happy working here. In return our staff can expect:

- Generous holiday entitlement
- Option to apply for sabbatical leave
- Family friendly policies
- Free car-parking (on and off-site)
- Automatic enrolment into the Teachers' Pension Scheme / Local Government Pension Scheme
- Excellent opportunities for CPD and individualised induction programmes for new staff
- Cycle to work scheme (subject to terms and conditions)
- VDU eyesight test vouchers (subject to terms and conditions)
- Various health and wellbeing benefits (including an on-site gym, staff well-being initiatives, staff badminton and football)
- Counselling service – face to face counselling as well as access to a confidential telephone counselling service

Staff at Holy Cross benefit from working in a well maintained and resourced environment with good terms and conditions of employment. We provide benefits in excess of the statutory minimum in respect of maternity, paternity, adoption and family/personal leave to assist staff in successfully balancing the demands of their personal and working lives.

We start the year with a Mission and Ethos Day and staff BBQ, have a staff retreat for new starters, and at the start of the summer term we have a Community Day, which enables staff to come together outside their usual working environment. In recent years this has involved staff opting into a variety of off-site activities, to engage socially and re-charge their batteries!

Free car parking is available on the college site and, although limited, additional off-site parking is available at a local Sports Club. Staff also have free access to the library resources and to internet and email, though any such use must be in accordance with the College's Information Security Management Policies.

### How well do our students achieve?

The 2023 exam results indicate:

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Pass rate at A level is 96%  
with excellent retention of students

573 individual A\* and A grades achieved

1243 individual A\* - B grades achieved in total

5 students achieved at least 4 A\*/A grades at A Level

17 A level subjects achieved a 100% pass rate

Pass rate for Level 3 BTEC is 100%

17 students each achieved 3 Distinction Star (DS\*) grades

113 individual Distinction Star (DS\*) grades were achieved in total

At Level 3 BTEC, 295 high grades were earned in total by our students  
(High grades = Distinction Star (DS\*), Distinction (DS) and Merit (ME))

## **Past and Present**

Holy Cross has its roots in 1878, the year in which a group of religious sisters - the Daughters of the Cross – left Germany as a result of the Kulturkampf and were welcomed by Bishop (later Cardinal) Vaughan to the Diocese and to Bury. Originally there was a small parish school – Holy Cross School – which developed into a Convent school, which grew into a large Grammar School for girls – Bury Convent Grammar School – and, in 1979, Holy Cross College, a mixed Sixth Form College, came into being.

We have grown even further since then, and now have over 2350 16-19 students and a University Centre with 200 undergraduates (and a small number of postgraduates), still on the original site. In 2009 the Daughters of the Cross closed their convent in Bury, and are now under the Trusteeship of Salford Diocese, but we still have important links with the Congregation.

We are very proud of our reputation for academic excellence, and pastoral care. Despite the many changes in post-16 education over recent years, including changes of emphasis in inspection regimes, we are committed to maintaining and developing this reputation, and we aim to provide a safe and secure Christian environment for all our students, respecting those of all faiths. We are also financially very secure – having been rated once again by ESFA as Outstanding in this respect – and have exceeded once again all our recruitment targets and grown strongly.

We are a college with a great past, therefore, and a very secure future!

## **Music and Drama**

The College encourages students (and staff) to take part in the exceptionally wide range of musical and dramatic activities available at College. These include annual musical theatre productions, biennial operas, choirs, the orchestra and small instrumental ensembles. Concerts are given at regular intervals, and there are many theatre visits, international choir trips, choral scholarships and an international artist masterclass series. In recent years we have put on "Sweeney Todd", "Miss Saigon", "Hansel and Gretel", "Phantom of the Opera", "Dido and Aeneas", "The Sound of Music", "The Wizard of Oz", "Fiddler on the Roof", "Les Misérables", "West Side Story", "Oliver" and Shakespeare's "A Midsummer Night's Dream". If you are interested in musical or dramatic activities then you won't be disappointed.

## **Sport**

At Holy Cross we also have high sporting reputation and offer a wide range of activities for students to enjoy at recreational and/or competitive level. British Colleges Sport, North West Colleges and governing body competitions are entered and we have college teams in football, rugby, netball, hockey and basketball, badminton, tennis, athletics, table tennis, golf, trampolining, cross country and swimming. Facilities on site include a Sports Hall, recreational area and free use of a gymnasium (where personal training programmes can be devised), staff football and badminton.

### **Religious Education**

As well as being involved in many areas of College life, the RE Department also teaches the Core RE course, which all students attend for one lesson each week. The course covers a wide range of topics, always with the idea of helping students to explore their faith, philosophical and ethical issues, the world around them and understand better their own human nature.

### **Chaplaincy**

We have a full time Lay Chaplain (our local Parish Priest is our Priest Chaplain and indeed we are fortunate to have many local priests coming to celebrate Mass for us, usually on a weekly basis and for Holy Days.) The Chaplaincy is available to all and runs many activities – in addition to Morning Prayer, Adoration and Meditation opportunities there are voluntary opportunities for retreats (including an annual Staff Day Retreat) and the annual pilgrimage to Lourdes to help the sick, with the Diocese of Salford.

As stated in our Mission, we welcome staff of all faiths. Colleagues celebrate religious festivals and particular events in the college calendar, for example, the start of a new college year, by joining together for Mass.

### **Caring for our Students**

Pastoral care is a major priority at Holy Cross and underpins all that we do. We aim to support students throughout their time with us and to help them to make the right decisions when they leave us. Progress Tutors keep a careful watch on individual student progress and are also someone for students to turn to if they have difficulties.

Discussions relating to academic progress take place regularly between students, Subject Tutors and Progress Tutors, and resulting action plans which arise from these discussions give students and their parents valuable information on what students need to do to achieve their full potential. All of our staff have a role in caring for our students.

### **Private Study**

All students have time when they are not timetabled for lessons, and we encourage them to make good use of this. We have fantastic Library staffed by professional chartered Librarians providing a wide range of facilities such as online resources, E-books, 65 networked computers plus 24 wireless networked laptops and study facilities and, of course there are books.

The College's Open Access I.T. suite contains over 80 PCs in a state-of-the-art, air-conditioned environment available for use during term time.

The Learning Support Department, to which all students have access is based in the Marie Therese building. There are areas which students can use for private study, which are sometimes staffed, and a number of smaller subject resource areas.



### **Parents/Carers**

Our partnership with parents/carers plays an important part in our success. There are parents' evenings and written reports, and we make individual contact with parents if there is a problem. Parents/carers are welcome to contact staff at any time.

### **College Structure**

The structure of the College would fill a complete booklet of its own, but in simple terms there is the Principal, a Deputy Principal and Vice Principal (Finance and Resources). There are also Assistant Principals who have responsibility for Curriculum, Quality and Students respectively. There are in addition, a wide range of non-teaching posts and posts of responsibility held by staff in addition to their normal roles.

### **University Centre**

In addition to our sixth form work, the college has for the last nineteen years had a University centre. Currently we have around 200 students, some full time and some part time, although most teaching is focussed in the afternoon and evening. We collaborate with two partner universities, Liverpool Hope and Edge Hill and students generally take BA, BSc or MA degrees with a small number also doing Foundation degrees.

### **Unions**

The Unions recognised by the Governing Body are: UNISON, NEU (NUT/ATL), NASUWT and ASCL. The Principal holds regular meetings with the College Union representatives.

### **Miscellaneous**

The college operates a no-smoking / vaping policy across the entire college site.

Holy Cross is located in Bury, Greater Manchester. To read about our town please view: <http://www.visitbury.com/>