

## Job advert

### UTC South Durham Marketing and Recruitment Co-ordinator

#### Preparing students for outstanding STEM careers

**NOR:** up to 600 | **Age range:** 14-19 | **Start:** September 2016

**Salary:** NJC Local Government pay scale pt25 c£22k (pro rata term time plus 4 weeks)



### Can you help us grow the UTC?

University Technical College South Durham opens in September 2016 and will be the first UTC in the North East. With a focus on advanced manufacturing and engineering it will be located on Aycliffe Business Park, County Durham. We'll provide an outstanding education for 14-19 year olds, encompassing real, relevant workplace experience in partnership with world-class companies.

The chance to create an innovative education establishment is very rare and this is an exciting opportunity to join us from the start; co-ordinating the promotion of the UTC and recruitment of students. You will be a key member of a small support team led by the Business Manager, with a focus on organising the UTC's marketing and recruitment activity.

You will have experience of developing marketing materials, traditional and digital platforms, communication strategies, organising and administering events. You'll build positive relationships with staff, prospective students and families. You can demonstrate the impact of your communication skills.

Our sponsors, Hitachi Rail Europe, Gestamp Tallent and the University of Sunderland, are committed to creating an outstanding school that will provide a talented young workforce for companies in the North of England. If you have the expertise and commitment to make a life-changing impact on our students then we'd like to hear from you.

*We are an equal opportunities employer and we are committed to safeguarding and promoting the welfare of children.*

**Closing date:** Noon on Wednesday 6 July 2016 | **Interviews:** w/c 11 July 2016

To arrange an informal discussion, please email:  
[jobs@utcsouthdurham.org](mailto:jobs@utcsouthdurham.org)

Further information and application form  
downloadable from:  
[www.utcsouthdurham.org/vacancies](http://www.utcsouthdurham.org/vacancies)

***No agencies please.***



**University  
Technical  
Colleges®**

## Job description

### UTC South Durham Marketing and Recruitment Co-ordinator

<b>Job title:</b>	UTC South Durham Marketing and Recruitment Co-ordinator
<b>Employer:</b>	South Durham UTC Trust
<b>Responsible to:</b>	Business Manager
<b>Salary:</b>	NJC Local Government pay scale pt25 c£22k (pro rata term time plus 4 weeks)

Under supervision of the Business Manager, the Marketing and Recruitment Co-ordinator will be responsible for supporting the administration and student recruitment processes of the UTC with a particular focus on marketing and recruitment. As part of a small administration team the Marketing and Recruitment Co-ordinator will provide the services below:

#### 1. Marketing and student recruitment activities

- Work closely with the Principal to develop the UTC's marketing and recruitment plan.
- Day-to-day delivery of marketing and recruitment activity.
- Produce a range of print and online marketing materials.
- Manage the UTC's digital engagement ie website, e-newsletter and social media channels.
- Undertake media activity to achieve a positive public perception of the UTC in appropriate media channels.
- Produce a range of branded marketing collateral.
- Manage a database of prospective students, ensuring high quality intervention and good levels of recruitment.
- Organise and attend student recruitment events – both the UTC's own events and those held at schools and other organisations.
- Work flexible hours in order to be able to attend some evening and weekend events (with suitable advance notice).
- Design and implement surveys to gain feedback from stakeholders to inform UTC strategy.

#### 2. Delivering admin services

- Ensure health and safety compliance within the admin area.
- Ensure the marketing/data systems are accurate and effective.
- Contribute to the development of house style documents and communications.
- Analyse and evaluate data/information and produce lists, reports and data as required.
- Contribute to the general administration of the UTC.
- Manage relationships with internal and external stakeholders.

### **3. Managing within the organisation**

- Promote the UTC's values with staff, students and external agencies.
- Treat students as young adults, show them respect and earn theirs.
- Promote the Workplace Skills through discussion with students and by demonstrating them in a professional approach.
- Work with the Business Manager to critically evaluate the UTC's recruitment performance and influence change.
- Contribute to the CPD of other staff using own expertise and seek opportunities to develop personal knowledge and skills.
- Be efficient with resources and mindful of waste to ensure value for money.

### **4. Additional duties**

- Act with integrity and ensure a high standard of care and safeguarding for all our students.
- Be aware of and comply with health and safety rules and legislation, ensuring the safety of students and staff at all times.
- Appreciate and support the role of other staff.
- Contribute to the overall ethos/aims and mission of the UTC.
- Act in compliance with data protection legislation in respecting the privacy of personal information.
- Comply with the principles of the Freedom of Information Act 2000 in relation to the management of UTC records and information.
- Undertake additional duties as may be reasonably directed by the Principal where they meet the priorities of the UTC.

## Person specification

### UTC South Durham Marketing and Communications Co-ordinator

Training and qualifications	Essential	Desirable	Evidence
Appropriate level three qualification	√		Sight
Degree or equivalent		√	Sight
Undertaken relevant CPD	√		Application

Experience of providing support services	Essential	Desirable	Evidence
Experience of day-to-day delivery of marketing and communications activities	√		Application/reference interview
Experience of using a range of digital marketing tools and platforms eg website CMS, e-newsletter, social media management platform, Photoshop, database	√		Application/reference interview
Extensive experience of organising marketing related events	√		Application/reference interview
Experience of working in a school or educational environment		√	Application/reference
Contributed at a supervisory level of an organisation		√	Application/reference/ interview

Professional knowledge and understanding	Essential	Desirable	Evidence
Good working knowledge of marketing and communications planning	√		Application/reference/ interview
Good writing skills used in a variety of contexts in print and online for a range of audiences	√		Application/reference/ interview
Good knowledge of social media platforms' usage in a work-related setting	√		Application/reference/ interview
Awareness of customer service	√		Application/reference/ interview
Awareness of health and safety requirements in education establishments		√	Application/reference/ interview
Skilled in the use of ICT	√		Application/reference

Personal qualities and skills	Essential	Desirable	Evidence
Honesty, integrity and professionalism	√		Reference/interview
Excellent interpersonal skills and builds positive relationships with staff, and students	√		Reference/interview
Able to organise, prioritise and meet deadlines	√		Reference/interview
Work efficiently and accurately	√		Application/reference/interview
Communicate well orally and in writing	√		Application/reference/interview
Present to a range of audiences	√		Application/reference/interview
Possess the energy and drive to motivate staff	√		Reference/interview
Able to work as part of a wider team with a flexible approach to the role	√		Reference/interview
Able to respond calmly to challenging situations and demonstrate stamina and resilience	√		Reference/interview
Willingness to take on responsibilities beyond previous experience with suitable support	√		Application/reference/interview
Absolute commitment to the UTC ethos and attitude towards students as young adults	√		Application/reference/interview

Special requirements	Essential	Desirable	Evidence
No adverse criminal record	√		DBS check
Driving licence and access to car for business purposes	√		Application

UTC South Durham is committed to safeguarding and promoting the welfare of children and young people. We expect all employees and volunteers to share this commitment.