

## Job advert UTC South Durham

### Marketing, PR and Student Recruitment Officer

#### Preparing students for outstanding STEM careers

**NOR:** up to 600 | **Age range:** 14-19 | **Start:** September 2020 or sooner if possible

**Salary:** Based on NJC Local Government new pay scale **Pt 17-21**  
**£23,836-£25,801** 37 hours, Whole Time Contract

### Can you help support our students to success?

University Technical College South Durham opened in September 2016 and is the first UTC in the North East. With a focus on advanced manufacturing and engineering it is located at the heart of Aycliffe Business Park, County Durham. We provide an excellent education for 14-19 year olds, encompassing real, relevant workplace experience in partnership with world-class companies and have recently been graded 'Good'.

We have created an innovative education establishment and it is vital that students and parents across the region know that the UTC is open to them and understand the focus and quality of the education we offer. As part of the marketing team you will focus on implementing and supporting the delivery of the student recruitment programme that is managed by the Vice Principal responsible for Marketing and Recruitment.

You will ideally have experience of student recruitment, marketing and PR and be fully aware of the education sector and have a good understanding of where the UTC fits into the educational landscape. You will be able to build positive relationships with students, staff and parents. Your excellent communication skills will ensure that you sell the UTC and work well with other schools, sponsors and employer partners.

Our founding sponsors, the University of Sunderland, Hitachi Rail Europe and Gestamp Tallent are committed to creating an outstanding school and sixth form 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:** 12.00noon Monday 27<sup>th</sup> July 2020 | **Interviews:** Planned for Friday 31<sup>st</sup> July 2020

To arrange an informal discussion, please email:  
Catherine Purvis-Mawson, Vice Principal  
[office@utcsouthdurham.org](mailto:office@utcsouthdurham.org)

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

***No agencies please.***



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## Job Description

### Marketing, PR and Student Recruitment Officer

<b>Job title:</b>	Marketing, PR and Student Recruitment Officer
<b>Employer:</b>	The Durham UTC Ltd
<b>Responsible to:</b>	Vice Principal, Business Engagement, Marketing and Careers
<b>Salary:</b>	Based on NJC Local Government new pay scale <b>Pt 17-21 £23,836-£25,801</b> 37 hours, Whole Time Contract

The Marketing, PR and Student Recruitment Officer is responsible for supporting the delivery of the UTC's strategic student recruitment and marketing plan. It is a role that requires a clear understanding of the UTC's ethos and values which includes our Student Leaver Profile. The Student Leaver Profile encompasses three elements which include knowledge, experience and core skills and all UTC staff are expected to contribute in developing these with our students. The successful candidate will have a real understanding of these values and actively recruit students into the opportunity of being a UTC student.

This role involves: communicating what the UTC can offer through external school assemblies, careers events and any community events, leading on the delivery of internal open evenings, arranging events, updating the website and social media pages, seeking out and writing up news worthy content, coordinating printed marketing materials, supporting specific campaigns and providing administrative support. All of the above is aligned with the Student Leaver Profile.

As part of a core support team you will provide the services below:

#### 1. Recruitment and Marketing duties:

- To represent the UTC extensively at external school events, including school assemblies, careers and community events, to promote and sell the UTC offer
- To communicate accurate information, advice and guidance to prospective students about courses and the UTC student experience
- Deliver high quality presentations about the UTC to a wide variety of audiences
- Plan, organise, deliver and evaluate workshops and holiday clubs that showcase the UTC to ensure conversion and retention
- To deliver an internal recruitment programme in collaboration with the Head of 6<sup>th</sup> Form
- Plan, organise and prioritise multiple tasks/projects including internal and external taster days and induction days for new students
- Build relationships with prospective families and maintaining contact with them
- Work toward a set of KPI's to ensure targets are met
- Seek out and writing content for social media, press releases and website about the UTC ensuring that the organisations key marketing messages are included
- Post social media messaging on all platforms regularly throughout the week and assist in digital communications and social media by implementing content schedules
- Work within the marketing team to continue to develop and maintain the UTC website and in the delivery of engaging content
- Develop marketing materials that can be used internally and externally to promote and raise the brand of the UTC

- Assist in the creation of the following print materials; brochures, leaflets, banners, business stationery and ads, and the collation of all data and imagery needed for print purposes
- Support the implementation of marketing and design strategies for specific campaigns and keep up to date with the annual marketing plan. This may include brochures, web site and digital products, student recruitment events, stationery, presentations, PR and coordinate internal communications
- Build, maintain and increase the reputation of the UTC in the current market
- Working in collaboration with the Admin Team to support in the admissions process

## **2. Coordination**

- Co-ordinate the manufacture of marketing materials with external bodies –suppliers, agency, print and distribution
- To be involved in the organisation, and delivery of on and off site recruitment events including UTC Open Events
- Manage the recruitment and dynamic news section of the school's website, ensuring information is accurate and up to date
- Liaise with subject leaders to plan their contribution to recruitment events
- Recruit and train a team of 'Crew Student Leaders' to support with the delivery of recruitment activities
- Communicate with prospective students and their parents about the recruitment programme
- Coordinate with internal services such as caretaking, catering and admin regarding events
- Ensure that key events are promoted throughout the academic year

## **3. Networking**

- Establish and develop links with schools, colleges and careers leads
- Building a network of alumni who can help with the recruitment programme
- Work collaboratively with the Vice Principal to optimise links with schools and colleges
- Establish constructive, professional relationships and communications with other agencies and professionals on behalf of the UTC

## **4. Supporting within the organisation**

- To analyse recruitment data to support leadership decision making
- Support the safeguarding activities of the UTC
- Promote the UTC's values and Student Leaver Profile with staff, students, parents and external agencies
- Treat students as young adults, show them respect and earn theirs
- Promote the Student Leaver Profile through discussion with students and by modelling the core skills of the profile
- Work with the Principal and SLT to critically evaluate the UTC's 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

## **5. 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, staff and visitors at all times
- Actively support Teaching and Learning where appropriate
- Contribute to the overall ethos and aims of the UTC and actively contribute to support the delivery of the Student Leaver Profile
- 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 and GDPR 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

### Marketing, PR and Student Recruitment Officer

Subject Knowledge and Competency	Essential	Desirable	Evidence
Appropriate level three qualification	√		Sight
Degree or equivalent		√	Sight
Undertaken relevant CPD	√		Application

Experience	Essential	Desirable	Evidence
Experience of working in a school or educational environment		√	Application/reference
Experience of dealing with a wide range of stakeholders to develop and maintain effective relationships	√		Application/reference/ interview
Experience of working in a customer service led industry		√	Application/reference/ interview
Experience of advising, guiding, coaching young people		√	Application/reference/ interview
Good knowledge of education recruitment landscape	√		Application/reference/ interview
Knowledge of events management		√	Application/reference/ interview

Core Skills	Essential	Desirable	Evidence
<b>Communication</b>			
Ability to establish and develop professional and effective relationships with adults and young people	√		Application/ Interview
Outstanding communication skills both written and oral that are delivered professionally and appropriately	√		Application/ Interview
Excellent interpersonal skills and builds positive relationships with staff, students, business and all stakeholders	√		Application/ Interview
Outstanding presentation skills	√		Application/ Interview
To listen carefully to others and actively respond in a professional manner	√		Application/ Interview

<b>Organise</b>			
To be punctual and be able to organise, prioritise and meet deadlines	√		Application/ Interview
To set and prioritise personal, educational and professional learning goals and plan how achieve them	√		Application/ Interview
To actively take responsibility for our own learning; use initiative; ask questions; seek help when needed	√		Application/ Interview
Work efficiently and accurately	√		Application/ Interview
Effective ICT and organisational skills	√		Application/ Interview
<b>Persevere</b>			
To be willing to move outside of comfort zone in order to develop, deepen and promote successful outcome	√		Application/ Interview
To always apply full effort and drive towards success, even if not always successful first time	√		Application/ Interview
To approach situations creatively, take pride in our work and produce to a high standard	√		Application/ Interview
Able to respond calmly to challenging situations and demonstrate stamina and resilience	√		Application/ Interview
Willingness to take on responsibilities beyond previous experience with suitable support	√		Application/ Interview
<b>Reflect</b>			
To welcome feedback and apply it positively to improve our work and ourselves	√		Application/ Interview
To evaluate personally and seek others opinions to improve	√		Application/ Interview
To take critique and learn from it to set future goals	√		Application/ Interview
<b>Collaborate</b>			
Able to work as part of a wider team with a flexible approach to the role	√		Application/ Interview

To help others to achieve by encouraging them and supporting them academically, emotionally and professionally	√		Application/ Interview
To adapt to different ways of working, to work hard and strive to achieve team goals	√		Application/ Interview
To share responsibility for outcomes and contribute to planning and goal setting	√		Application/ Interview
<b>Respect</b>			
Absolute commitment to the UTC ethos and attitude towards students as young adults	√		Application/ Interview
Committed to equality and diversity	√		Application/ Interview
Honesty, integrity and professionalism	√		Application/ Interview
To act with integrity at all times and be mindful of how actions can affect others.	√		Application/ Interview
To be compliant with the rules and routines of the college, community and workplace.	√		Application/ Interview
To take care of resources, materials and environment and use them safely and responsibly	√		Application/ Interview

Special requirements	Essential	Desirable	Evidence
No adverse criminal record	√		DBS check
Full driving licence with access to a car to use for work purposes	√		
Two satisfactory references from current and previous employers	√		

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.

## Student Leaver Profile (SLP)

The Student Leaver Profile is the cornerstone of our values, ethos and culture. It was created by our wider community of staff, students, parents, community and business leaders. We have an aspiration that all students leave us with the following things making them employable young people ready for the world of work.

We expect that all staff work toward achieving the Student Leaver Profile with our students.

The SLP has three elements:

- **Subject Knowledge and Technical Competence** – this is our curriculum offer and specialist STEM learning
- **Experiences** – This is aligned to our Careers Programme and Employer Engagement
- **Core Skills** – These are in the person specification above. Our students are asked to develop their core skills in these six areas.