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**BERKELEY
GREEN UTC**

Application Pack – Summer 2026

Admissions and Marketing Officer

Salary: up to £29,540 full time equivalent (£26,949 actual salary)

*Contract Type: Permanent, term-time only plus two additional weeks, full time.
We would consider flexible working for the right candidate.*

Start Date: 1 September 2026

Dear Candidate

Thank you for taking the time to learn more about Berkeley Green UTC and the role of Admissions and Marketing Officer. I am delighted to share more about our exceptional school and the exciting opportunity to play a key role in shaping its future growth.

Berkeley Green UTC is a specialist STEM college with a clear purpose: preparing young people for successful careers in Engineering, Digital Technologies and Cyber Security. Our recent Ofsted report recognised the strength of our curriculum, employer partnerships and careers provision, highlighting how effectively students are prepared for their next steps. We are particularly proud of the outstanding destinations our students achieve, progressing to leading universities, higher and degree apprenticeships, and employment with major employers in the region and beyond.

We are seeking a talented and ambitious marketing professional who can help us communicate this success story to prospective students, parents and stakeholders. Student recruitment is central to our future ambitions, and this role offers a unique opportunity to make a direct impact by growing awareness of the UTC, increasing applications and ensuring more young people can benefit from the exceptional opportunities we provide.

The UTC opened in 2017 to meet the skills needs of local employers, who helped shape both our curriculum and our facilities. Today, students benefit from industry-standard resources, cutting-edge technology and a modern learning environment designed to reflect the workplaces they aspire to join. These unique selling points, together with our exceptional student outcomes, provide a compelling story for an innovative marketer to share.

As Student Admissions and Marketing Officer, you will be responsible for promoting the UTC through engaging digital marketing campaigns, social media content, events, communications and stakeholder engagement. You will help tell the stories of our students, celebrate their successes and showcase the excellent destinations they secure. By using data-driven marketing strategies and creative digital content, you will help ensure that more families understand the value of a UTC education and the career pathways it unlocks.

Our curriculum combines academic excellence with technical specialism, ensuring students leave us with both the qualifications and employability skills needed to succeed. Through strong partnerships with employers and the University of Gloucestershire, students benefit from industry projects, work experience, mentoring and enrichment opportunities that broaden horizons and raise aspirations. These experiences contribute to the exceptional progression outcomes for which the UTC is increasingly recognised.

In short, this is an opportunity to join a forward-thinking organisation with a strong reputation, a powerful mission and a compelling story to tell. If you are a skilled communicator, an enthusiastic digital marketer and someone who is passionate about helping young people access life-changing opportunities, we would be delighted to hear from you.

If this sounds like the challenge you have been looking for, we warmly invite you to come and see the UTC for yourself.

With very best wishes

Gareth Lister
Headteacher

Berkeley Green UTC – Who are we?

Opened in September 2017, Berkeley Green UTC is one of Gloucestershire’s newest educational institutions providing the high quality academic education you would expect from a school with the technical and employer focused education of a college.

Students join us for their GCSEs in Year 10 or A Levels and Technical Qualifications in Year 12 and thrive in this dynamic learning environment. Our work with employers gives you the competitive edge when looking for employment within the areas of Engineering, Digital Technologies and Cyber Security as well as giving you the first class education that you would also expect from a secondary school or sixth form setting.



The UTC provides specialist high quality vocational and academic education for learners aged 14-19 with a strong interest in Engineering, Digital Technologies and Cyber Security. Berkeley Green UTC is one of about fifty University Technical Colleges nationally.

As with all UTCs, Berkeley Green UTC’s curriculum has been developed in partnership with employers, who have taken an active role in the development of the UTC. Students follow the national curriculum enabling them to achieve the same number of GCSEs that they would in a school, but because of the longer school days they also have an additional forty percent of their time focused on undertaking specialist vocational education and projects led by employers in the areas of Engineering, Cyber Security and Digital Technologies. This enables students at a UTC to become more attractive to employers as they have practical, relevant skills as well as having the same excellent education and qualifications that they would get within a secondary school or sixth form.



Job Description

Job Title	Admissions and Marketing Officer
Organisation	Berkeley Green UTC
Reporting to:	Deputy Headteacher
Main Purpose of the role	
Leading the UTC's recruitment, admissions and marketing activities, using creative and data-driven engagement strategies to attract prospective students, promote the UTC's outstanding opportunities and destinations, and provide a seamless admissions journey from initial enquiry through to enrolment.	
Key Tasks / responsibilities:	
<p>Marketing</p> <ul style="list-style-type: none"> • Establish and run social media platforms with regular posts • Review stakeholder engagement with UTC platforms with a view to increasing • Liaise with the whole UTC to maximise marketing of good news stories • Lead, maintain and monitor the marketing and ticketing of UTC open events • Liaise with media outlets to share essential marketing stories, establishing relationships with key marketing platforms • Review the impact of different marketing channels • Produce school marketing material including social media content, prospectus, flyers and banners • Monitor and update the UTC's website to maximise its use as marketing platform • To plan and attend outreach activities, including careers fairs, feeder school assemblies, the employer-led open event, primary school days, induction days and CV and interview skills days • Produce and share the monthly UTC newsletter <p>Admissions</p> <ul style="list-style-type: none"> • To administer the student application process from first contact through to students starting at the UTC in September, following the admissions and outreach timeline • To manage student applications, scheduling interviews and managing queries from parents and students • To process all offer, rejection and acceptance correspondence promptly • To respond to applicant and parent questions, escalating when required • To implement post 16 internal application process and organise interviews for progressions students • To attend student recruitment and enrolment activities, advising applicants accordingly • To track admission numbers using the UTC admissions system; report to the Deputy Head/line manager and to produce weekly data on admissions to be shared with the Trust • To manage enquiries for in-year admissions • To help plan and coordinate student transition events 	
Author and Date	
Gareth Lister June 2026	

Person Specification

Educational Qualifications	Essential	Desirable	Assessed by
Qualified to at least level 3 or equivalent or qualified by experience	✓		Application form
Qualified to degree level		✓	
Level 2 equivalents in English and mathematics	✓		
Experience and knowledge			
Experience of working within a team and delivering through others	✓		Application form and Interview
Outreach and/or admissions experience		✓	
Experience of working in an educational setting OR professional experience of working in the STEM sector	✓		
Experience of using IT systems	✓		
Experience of promoting an organisation through social media	✓		
Knowledge and understanding of 14-19 educational provision		✓	
Experience of building and developing professional relationships	✓		
Experience of project, event or educational management		✓	
Skills and abilities			
Professionally confident with highly developed, effective PR, written and verbal communication, and interpersonal skills	✓		Application form, Interview and references
Enthusiastic and optimistic, with a sense of humour	✓		
Positive and practical approach to change and challenge	✓		
Able to deal with wide range of stakeholders: employers, teachers, parents and students	✓		
Effective organisational and administrative skills	✓		
Good team player, sharing accountability for achievement and success	✓		
Ability to build a rapport with parents and students	✓		
Creative and imaginative	✓		
Effective user of new technologies	✓		

Child Protection and Safeguarding

The successful applicant will be required to obtain and maintain a satisfactory Disclosure Certificate, Enhanced with Children's Barred list check, as a requirement of the job.

South Gloucestershire and Stroud Academy Trust welcomes applications from all sectors of the community and is an equal opportunities employer.