

Marketing Co-ordinator

APPLICATION PACK



UTCN
University Technical
College Norfolk



Marketing Co-ordinator

Full-time

37 hours per week

Starting Salary £19,029

From September 2021

Are you looking to get into a career in marketing? Are you hungry to work hard and develop your skills?

We are looking for a dynamic Marketing Co-ordinator to promote our school. As a relatively new institution, there is a lot of work to do to let people know that we exist (!), as well as encouraging students (and their parents) that we are the right option for their education. This is an incredibly varied role where you will organise promotional events on and off-site, visit careers fairs, give presentations to young people, run our social media and devise promotional materials and campaigns. At the same time, this is a hugely rewarding job where you will help shape the educational landscape of Norfolk. Previous Marketing Co-ordinators have progressed to exciting roles in the industry.

UTC Norfolk is a 14-19 school with a fantastic 21st century learning space and a burning ambition: to develop tomorrow's health and engineering professionals. To do this, we aim to ensure that our students have the skills, qualifications and experience to go to university or to take-up skilled employment. Now in our seventh year, we have done just that: our class of 2020 are now studying at top universities, are employed, or are working in well paid apprenticeships. Prospects for our 2021 cohort look even better! UTCN was graded 'Good' across all areas by OFSTED in May 2019.

If you are:

- **Outgoing, enthusiastic and flexible**
- **Ambitious**
- **Educated to Level 3 (A Level, NVQ III) or above with high standards of literacy**
- **Have some marketing, sales or promotional experience**
- **Proficient with the professional use of social media**
- **A car owner and driver**
- **Able to attend evening and weekend events**

Then we want to hear from you! For further information and to apply, please see our website www.utcn.org.uk

Closing date: 9.00am, Monday, September 6

Interviews: w/c September 6

UTCN is committed to safeguarding and promoting the welfare of young people. All appointments will be subject to an enhanced DBS check.



August 24, 2021

Dear Candidate

Thank you for your interest in University Technical College Norfolk.

We are looking for a dynamic Marketing Co-ordinator to promote our school. As a relatively new institution, there is a lot of work to do to let people know that we exist (!), as well as encouraging students (and their parents) that we are the right option for their education. This is an incredibly varied role where you will organise promotional events on and off-site, visit careers fairs, give presentations to young people, run our social media and devise promotional materials and campaigns. At the same time, this is a hugely rewarding job where you will help shape the educational landscape of Norfolk.

This role will give the successful candidate an overview of the entire marketing process and allow you to develop your skills and implement your ideas. It would suit a recent graduate or someone keen to develop their career. UTCN has proved an excellent training ground in marketing and previous Marketing Co-ordinators have gone onto exciting roles in the industry. Our latest Co-ordinator has just left us to join a top-flight social media agency working with some of the biggest names in social media influencing.

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If you do not have an educational background, please don't let that hold you back from applying. We will provide training and support to help you develop your skills.

If we can provide any further information, please do not hesitate to get in touch.

A handwritten signature in black ink, appearing to read 'Alex Hayes', written in a cursive style.

Alex Hayes
Headteacher

Key Facts

- We have £1.3m of specialist equipment on site
- We are currently recruiting for Year 10 (up to 120 places) and Year 12 (100 places)
- In due course, UTCN will have up to 420 students from Year 10 to Year 13
- The student body is well motivated and, in many cases, extremely able
- Typical hours for students are from 9.00am to 3.00pm, with a longer day on Tuesdays and Thursday
- The curriculum is employer-led
- We offer a wide range of extra-curricular type activities within the Enrichment Curriculum
- UTCN was inspected by OFSTED in May 2019 and was graded 'Good' across all areas

Employer Support

A key difference of UTCN is that we are supported by many of the leading employers and businesses in the county. There are currently some 40 regional and national employers and employer organisations who are actively engaged with UTCN.

The UTCN Board

Reflecting the key role that employers will take, the UTCN Board is made up of employers in the advanced engineering and energy skills sectors:

- Nicola Finch of Future Marine Services and SafeSTS
- Peter van der Horst of KLM
- Roger Bennington of Long Stratton Motor Company

Additionally, the Board is made up of:

- Ben Milner of UEA
- Julie Schofield of UEA
- Alex Hayes of UTCN
- Claire Oliff of UTCN
- Kathryn De Ferrer
- Lee Rees
- Steve Love
- Jean Wilcox (Parent Governor)

The Curriculum

Our curriculum has been devised to reflect the needs of local employers, but it also provides a solid base for students to progress generally. Post-16 students also undertake Industry led projects.

Basic Salary

Salaries are paid in twelve equal instalments on the 19th day of the month by direct credit transfer.

Other Benefits

Membership of the Local Government Pension Scheme will apply to this role. This is a defined benefit scheme with a significant employer contribution. UTCN staff also benefit from membership of BHSF.

Professional Appearance and Dress

The principle of smart business dress for staff applies.

Safeguarding

UTCN is committed to safeguarding and promoting the welfare of young people. All appointments will be subject to an enhanced DBS check.

Working Pattern

This role is for 37 hours per week. The core hours of work will be term-time from 0800 to 1600 with 30-minutes unpaid for lunch (usually from 1pm to 1.30pm).

During the year, but especially in the Winter Term, the postholder will need to attend various careers events across the county, many of which are in the early evening. Some UTCN events also take place on a Saturday. This will mean that you may work more than 37 hours per week in term time, however, this will be compensated for by working reduced hours in the school holidays.

Job Description

Job Title:	Marketing Co-ordinator
Reports to:	Employer Engagement Co-ordinator
Grade:	UTCN Support Staff Scale 4
Overarching Job purpose:	To effectively marketing of UTCN to prospective students and parents

Main Tasks and Responsibilities	
Strategic	
1	To work with the Leadership Team and Employer Engagement Co-ordinator to devise the UTCN marketing strategy
2	To carry out regular market research to inform the marketing strategy
3	To collect and collate data to monitor the effectiveness of individual marketing actions
4	To develop strategic partnerships with feeder schools and other institutions
5	To report periodically to governors and to contribute to the Principal's Report for governors
Campaigns	
6	To plan, organise and cost marketing campaigns to support student recruitment
7	To liaise with various media organisations to cost and to book appropriate media
8	To create and disseminate an annual timeline for marketing
9	To devise suitable mini-campaigns to keep UTCN in the public eye
10	To identify suitable PR opportunities, drafting press releases where necessary and to maintain the 'UTCN in the News' folder in Reception
11	To liaise with colleagues for articles and photographs for promotional material
Event Organisation	
12	To represent UTCN at marketing events and activities on and off-site
13	To plan and co-ordinate the effective delivery of marketing events
14	To organise, attend and present 'Baker Clause' assemblies at feeder schools
15	To liaise with UTCN staff to ensure marketing events are effective and well supported
Internet and Social Media	
16	To update the UTCN website and social media on a daily, or as required, basis
17	To explore other social media opportunities eg. Snapchat
18	To continue to develop the LinkedIn alumni network

Newsletters and prospectuses	
19	To co-ordinate the annual production of the UTCN KS4 and KS5 prospectuses
20	To work with the professional photographer to ensure suitable photographs are taken for the prospectus
21	To produce a bi-weekly newsletter for parents and governors
22	To produce the monthly 'keep warm' e-newsletter for parents and students planning to join UTCN in September (for both Years 10 & 12)
General Responsibilities	
23	To create and maintain effective working relationships at all levels within the organisation and with external organisations, providing high levels of customer service to all members of UTCN.
24	To undertake any other similar duties of this level as required by the Headteacher or Employer Engagement Co-ordinator

Person Specification

Attributes	Essential	Desirable
Qualifications	<ul style="list-style-type: none"> • Educated to Level 3 	<ul style="list-style-type: none"> • Graduate • Holder of degree with marketing content • CIM or other marketing qualification
Experience	<ul style="list-style-type: none"> • Some marketing, sales or promotional experience 	<ul style="list-style-type: none"> • Experience of marketing a school or college
Skills	<ul style="list-style-type: none"> • High personal standards of literacy and numeracy • Proficient with using social media for professional purposes • Proficient with Microsoft Office • Able to deal with wide range of stakeholders: employers, teachers, parents and students 	<ul style="list-style-type: none"> • Experience of newsletter production and/or prospectus design • Creative and imaginative • Experienced of public speaking
Personal Qualities	<ul style="list-style-type: none"> • Confident public speaker • Optimistic and enthusiastic • Ambitious • Personable • Organised • Flexible and able to react quickly to change • Resilient 	<ul style="list-style-type: none"> • Experienced public speaker • Sense of humour
Other	<ul style="list-style-type: none"> • Car driver and owner • High standard of personal presentation • Ability to relate to young people • Available to work flexible hours including evenings and Saturdays 	

Further information

The UTC Norfolk website is: www.utcn.org.uk

You will also find our Twitter feed a useful source of information: @utcnorfolk

More information about the UTC programme and the Baker Dearing Trust can be found at www.utcolleges.org

To arrange an informal discussion about this role, please contact Sophie Skipp, Employer Engagement Co-ordinator on 01603 580280 or via sophie.skipp@utcn.org.uk

Visits to UTCN

During the interview process, there will be ample opportunity to see the building and meet key staff. However, if you would like to visit UTCN prior to application, please contact Sophie as above.

Application

Please apply using the UTCN online application form. This can be found at:

www.utcn.org.uk/job-vacancies

As part of the application, you will be asked to submit a supporting statement, this supporting statement should:

1. Explain why you would like to work at UTCN.
2. Address each element of the Person Specification individually and using a separate sub-heading eg.

Qualifications

Experience

Please note that candidates who do not follow this guidance will not be shortlisted.

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