

Marketing and Student Recruitment Lead

Contract Type:	Permanent; Part-time (two days a week)
Required for:	As soon as possible
Closing Date for applications:	28 th February 9am - <i>Aylesbury UTC may close this vacancy without warning if a sufficient number of applications are received. An early application is therefore strongly advised</i>
Interview date:	Week beginning 3 rd March

Are you a creative marketer passionate about education? Do you excel in student recruitment and enjoy working in a collaborative and supportive atmosphere? If so, we want to hear from you.

Role Overview: The Marketing Lead at Aylesbury UTC plays a crucial role in driving student recruitment and enhancing the institution's digital presence. This position requires a dynamic and creative individual who can develop and implement effective marketing strategies to attract prospective students and engage with the community.

Key Responsibilities:

- Lead the development and implementation of comprehensive and cost effective student recruitment marketing strategies, incorporating AUTC's strategic vision.
- Analyse marketing data and metrics to measure the effectiveness of campaigns and adjust strategies as needed
- Manage and oversee the UTC's website and social media platforms to ensure engaging and relevant content.
- Coordinate and oversee marketing campaigns, including digital, print, and event-based initiatives.
- Collaborate with the admissions team to create compelling promotional materials and communications.
- Organise and participate in open days, school fairs, and other recruitment events.
- Build and maintain relationships with local schools, community organisations, and other stakeholders.
- Ensure all marketing activities align with the UTC's brand and values.

Qualifications and Experience:

- Proven experience in marketing, preferably within the education sector.
- Strong understanding of digital marketing, including social media, SEO, and content marketing.
- Experience in delivering marketing campaigns utilising the full marketing mix and relevant data to evaluate activity, is equally important.
- Excellent written and verbal communication skills.
- Ability to work independently and as part of a team.
- Creative thinking and problem-solving skills.
- Proficiency in using marketing tools and software.

Working Hours:

- Part-time position, working two days a week.

Why join us?

- Make a real difference in the lives of young people at a pivotal stage in their education.
- Be part of a forward-thinking and innovative UTC that champions technical education.
- Enjoy a competitive salary and benefits package.

Next Steps

- Further information and an application form can be found on our school website at <https://aylesburyutc.co.uk/about/team/vacancies/>
- For more information or to arrange a visit to the school (strongly encouraged), please contact reception@aylesburyutc.co.uk
- Please email all completed applications to: recruit@mtoat.co.uk (our Trust HR team)
- **Closing date:** 28th February 9am - Aylesbury UTC may close this vacancy without warning if a sufficient number of applications are received. An early application is therefore strongly advised.
- **Interviews:** Week beginning 3rd March

We look forward to hearing from you!

Please note: Aylesbury UTC is committed to safeguarding and promoting the welfare of children and young people. Enhanced DBS checks will be required.

Person Specification

You should provide evidence in your application that you meet the following criteria. We will use a range of selection methods to measure your abilities in these areas including reviewing your online application, seeking references, inviting shortlisted candidates to interview and other forms of assessment relevant to the post.

Essential:

- Proven experience of interpreting, planning, delivering and evaluation strategic marketing activities in a complex environment.
- Experience of creating, managing and delivering marketing materials across a range of media, including online communications such as web content and social media.
- Experience of effective and success working independently; as part of a team; and in collaboration with a wide range of colleagues.
- Experience of organising and delivering events for internal and external participants.
- Experience of planning and evaluating marketing activities including using and interpreting data analytics to target campaigns and measure impact
- Experience of developing and maintaining a network of contacts through own work area and establishing productive external relationships.
- Excellent IT skills including knowledge of Microsoft Office, email and internet.
- Flexible and positive approach to work – out of hours working will occasionally be required in support of Open Evenings and other events.

Desirable:

- Educated to degree level (or equivalent experience / qualifications).
- Chartered member of CIM, or holds communications qualification at undergraduate level or above (or equivalent experience).
- Knowledge and understanding of the education sector, particularly in relation to recruitment and admission of students.
- Experience of interpreting student recruitment reports and data, and using data to plan activity.
- Knowledge of the local education landscape in Aylesbury and surrounding areas.