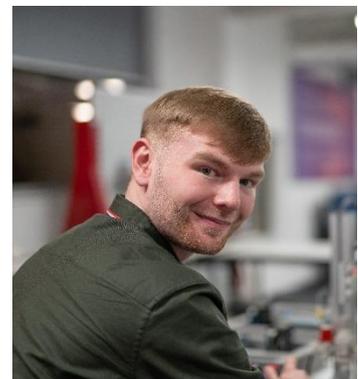




UTC Warrington Marketing, PR and Outreach Manager Information Pack





Vacancy: Marketing, PR and Outreach Manager

Job start: September 2022 or sooner by negotiation

Closing date: Thursday 7th July

Interviews: Monday 11th July

Salary: NJC Scale 6 £25,419 - £27,514

Location: Warrington

Contract type: Full time (37 hours p/w)

Contract term: Permanent

Introduction

An exciting opportunity has arisen for the appointment of a Marketing, PR and Outreach Manager at UTC Warrington. We are an enriching and exciting place to work with superb students, committed, highly skilled staff, and a focus on delivering the highest quality teaching. Our staff are our most valuable asset. We operate a culture of continued professional development and are looking for an enthusiastic and committed individual to join our team. We welcome pre-arranged visits to the UTC from candidates.

The Role

The Marketing, PR and Outreach Manager 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. 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.

About Us

UTC Warrington opened in September 2016 and was first inspected by Ofsted in May 2019 and secured a 'Good' judgement in all areas. UTC Warrington aims to become an 'Outstanding' institution by our next Ofsted inspection.

Our key focus is to support young people in preparing for the world of work, develop technical skills, and to find meaningful careers – apprenticeships, university or employment. Manchester Metropolitan University collaborated with employers such as Sellafield Ltd to create the UTC, providing students with valuable relationships and experiences within the STEM industry in the North West and beyond.

We are a school and sixth form, with a strong focus and vision that prepares students for a high quality role within science, engineering and digital occupations. Our students study academic subjects, with a range of GCSEs and post-16 qualifications. We also offer the opportunity for students to focus on developing their technical knowledge and skills and to work directly with the region's employers.

Our dedicated personal development programme encourages students to challenge themselves by using their skills in Leadership, Organisation, Resilience, Initiative, and Communication in all aspects of their UTC career. Combined with opportunities to take part in high quality enrichment (cadets, NCS, student leadership, sport), our young people are ready for the world of work.



Our UTC has fantastic facilities and state-of-the-art equipment. Students have contact with industry professionals and teachers with strong industry experience. Progressing onto world class degree and apprenticeship opportunities. The UTC is currently ranked 13th out of 4518 schools and colleges nationally for students entering higher and degree apprenticeships.

We are currently heavily over-subscribed for September 2022 admissions into year 10. As a school we offer opportunities for a comprehensive programme of individualised evidence based CPD as well as encouraging colleagues to further their personal professional development through courses such as the National Professional Qualifications and Masters level degrees.

How to Apply

For an informal discussion or to arrange a visit to look around the UTC please contact Lindsey Devine Office Manager on 01925 737067 or by email – ldevine@utcw.co.uk .

Closing date

Please complete an application form and submit a covering letter to info@utcw.co.uk .

CVs will not be accepted. **The closing date for applications is Thursday 7th July 2022 (Midday)**. Interviews will take place on Monday 11th July 2022.

We reserve the right to close this vacancy early should we receive an overwhelming response. All candidates are advised to refer to the job description and person specification before making an application.

UTCW is committed to safeguarding and protecting the welfare of children and expects all staff and volunteers to share this commitment. An enhanced Disclosure and Barring Service Certificate will be required for all posts.

Please take the opportunity to find out more about life at the UTC through our website and social media channels:

Website: www.utcw.co.uk

Facebook: www.facebook.com/UTCWarrington

Twitter: www.twitter.com/UTCWarrington

Instagram: www.instagram.com/utc_warrington



Job Description

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| Job Title: | Marketing, PR and Outreach Manager |
| Accountable to: | Chief Financial Officer |
| Job Purpose: | The Marketing, PR and Outreach Manager is responsible for supporting the delivery of the UTC's strategic student recruitment and marketing plan. |
| Main duties and responsibilities | <p>As part of a core support team you will provide the services below:</p> <ol style="list-style-type: none"> 1. Outreach and Marketing duties: <ul style="list-style-type: none"> • To strengthen and build on existing relationships with schools locally and regionally by developing and organising a range of activities for students in years 7 - 11 • 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 STEM Saturday club that showcase the UTC to ensure conversion and retention • To deliver an internal recruitment programme in collaboration with heads of subject for the UTC 6th Form T-level offer • 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 |

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| | <ul style="list-style-type: none"> • Working in collaboration with the Business Support Team to support in the admissions process <p>2. Coordination</p> <ul style="list-style-type: none"> • Co-ordinate the production 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 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 facilities, catering and admin regarding events • Ensure that key events are promoted throughout the academic year <p>3. Networking</p> <ul style="list-style-type: none"> • 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 UTC Leadership Team to optimise links with schools and colleges • Establish constructive, professional relationships and communications with other agencies and professionals on behalf of the UTC • Collaborate effectively with the Cheshire and Warrington Pledge and support schools in achieving the Gatsby Benchmarks <p>4. Supporting within the organisation</p> <ul style="list-style-type: none"> • To analyse recruitment data to support leadership decision making • Support the safeguarding activities of the UTC • Promote the UTC’s values with staff, students, parents and external agencies • Treat students as young adults, show them respect and earn theirs • Work with the Head of College 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 • Support the Careers Lead in delivering an outstanding careers programme • Support all UTC learners in securing high status destinations |
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| | <p>5. Additional duties</p> <ul style="list-style-type: none"> • 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 • 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 data protection legislation in relation to the management of UTC records and information • To engage in a personalised Continuous Professional Development programme to develop your own skills. |
| <p>Other duties and responsibilities:</p> | <p>To carry out any other duties that the Head of College may reasonably request.</p> |
| <p>Responsibilities common to all staff:</p> | <p>All staff are expected to:</p> <ul style="list-style-type: none"> • Foster UTCW's vision and objectives. • Ensure equality and diversity is celebrated and promoted through all practice, and that success is achieved through widening participation and encouraging access to a diverse range of students. • Effectively discharge UTCW's responsibility for safeguarding students. • Work within the UTCW Health and Safety policy to ensure a safe working environment for staff, students and visitors. • Maintain high professional standards of attendance, punctuality, appearance, conduct and positive, courteous relations with students, parents and colleagues. • Engage actively in the performance review process. • Adhere to policies and procedures as set out in the staff handbook or other documentation available to all staff. • Attending appropriate professional development/training sessions, courses or meetings to ensure that skills are maintained and developed to meet the changing needs of the college. • Comply with the provisions of the UK General Data Protection Regulations (GDPR) and adhere to the requirements of all staff to maintain confidentiality in respect of governors, staff, parents, students and members of the general public. • Be responsible and accountable for carrying out the post with regard to the college's Safeguarding Policy, Equal Opportunity Policy. Health and Safety at Work Act and any other relevant policies and procedures. • To engage actively in the performance review process • Carrying out any other duties associated with the work of the College as may be directed by the Head of College, commensurate with the grade of the post. |

Person Specification

| | Essential | Desirable |
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| Qualifications: | <ul style="list-style-type: none"> GCSE English and Maths at grade 5 (or equivalent) or better Recognised and relevant NVQ Level 3 qualification or equivalent. | <ul style="list-style-type: none"> NVQ level 4 qualification or equivalent |
| Skills: | <ul style="list-style-type: none"> The resilience to thrive in a busy and fast paced working environment. Ability to build and maintain successful relationships with students, parents and staff, based on mutual respect and consideration. Excellent ICT skills including the ability to use specialist packages. Excellent literacy & numeracy skills. Capacity to quickly develop a working knowledge of the relevant policies, systems, protocols and procedures Ability to identify own learning needs and actively seek development opportunities. Understanding of responsibilities under GDPR and regarding confidentiality Ability to operate at a level of understanding and competence equivalent to NVQ Level 4 standard Good communication skills Ability to supervise and assist pupils Time management skills Organisational skills Knowledge of classroom roles and responsibilities Knowledge of numeracy and literacy strategies Ability to plan and deliver work programmes Ability to organise, lead and motivate a team | |
| Experience, knowledge and understanding: | <ul style="list-style-type: none"> Awareness of and committed to the importance of safeguarding Experience of dealing with a wide range of stakeholders to develop and maintain effective relationships Good knowledge of education recruitment landscape | <ul style="list-style-type: none"> Working within an educational setting. Experience of working in a customer service led industry Experience of advising, guiding, coaching young people |



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| | | <ul style="list-style-type: none"> • Knowledge of events management |
| Characteristics: | <ul style="list-style-type: none"> • Positive and pro-active approach • Demonstrate a commitment to the college vision, aims and ethos, its community and the college improvement agenda. • Demonstrates a passion for the UTC model and delivering education that is student centred and cutting edge. • Highly personally credible and able to represent UTCW with external agencies, particularly employers. | <ul style="list-style-type: none"> • Enhanced DBS |

UTC Warrington is committed to safeguarding the welfare of children and expect all staff to share this commitment. An Enhanced DBS Disclosure and satisfactory references will be required for all posts.

June 2022