



**JOSEPH  
CHAMBERLAIN**  
SIXTH FORM COLLEGE

**Ofsted**  
Outstanding  
Provider



# APPLICATION PACK

## Head of Marketing and Student Recruitment

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# INTRODUCTION FROM THE PRINCIPAL

Dear Colleague,

Thank you for your interest in the position of Head of Marketing and Student Recruitment at Joseph Chamberlain Sixth Form College. This is an excellent opportunity for a remarkable candidate to work in a large, inclusive and highly successful Sixth Form College near central Birmingham. I am always proud and excited to be leading our exceptional college, where the staff and students are an absolute pleasure to work with.

Our 16-18 year old students come from diverse backgrounds and, being placed in one of the more deprived areas of the country, presents us with some challenges. However, what makes Joseph Chamberlain College so special, and such an energising place to work at, are the rewards that come from seeing those same students achieve phenomenal success and develop as confident, aspirational young adults who enter Higher Education at the end of two years with us. We take great pleasure in knowing that we make a positive difference to the lives of hundreds of young people each year, setting them off on the right path to secure excellent careers in the future. In addition, our separate Adult Learning Centre provides an outstanding curriculum at all levels to our local community, with a particular focus on improving the English and maths skills for students whose first language is not English.

Since I joined the College, I have watched it grow from strength to strength. Our achievement rates are consistently high and the progress our students make places us in the **top 20%** of all School Sixth forms, Sixth Form Colleges and FE Colleges in the country. We are **the highest performing Sixth Form College in the Midlands** and, in our most recent Ofsted inspection of December 2023, we were once again awarded their **highest grade of 'outstanding' in all categories**. This, I believe, is because our teachers are some of the best in the country and they are relentless in their dedication to our students. Our teachers are also ably supported by fantastic support service teams, who are equally dedicated and committed to ensuring the success of the students we work with.

I want to continue to appoint positive, like-minded individuals, who share a passion for working with young people to transform their lives for the better, who will work with drive and determination to help them achieve and who will care a great deal about their development and well-being. In return, whatever your experience, I will ensure that you are fully recognised and appreciated for this hard-work and benefit from extensive professional development, great career opportunities, first-class facilities and positive support from exceptional colleagues and leaders who care about those they work with.

Finally, I would like to say that I do appreciate your investment of time in exploring the College

## ABOUT JOSEPH CHAMBERLAIN COLLEGE

## Background and Context

Joseph Chamberlain College is a hugely popular and highly successful Sixth Form College that was established in 1983 and now offers a wide range of academic courses at all levels to around 2600 school leavers and approximately 700 adults on a separate site.

Our curriculum offer and entry criteria are highly inclusive, offering clear progression routes to success for all students, regardless of their starting points and backgrounds. Approximately 80% of our work is with 16-18 year olds, at Level 3, who study AS/A Levels or Level 3 BTEC Extended Diplomas. At Level 2, we offer BTECs and GCSE programmes to 16-18 year olds; at Entry Level and Level 1, we have an extensive ESOL provision. In addition, our separate Adult Learning Directorate offers classes in ESOL, Literacy, Numeracy and Access to HE in a range of community venues. Our wider curriculum is also rich and varied allowing students to benefit from a great deal of choice in sports, additional languages, performing arts, citizenship, and various other student-led clubs/societies.

In 2023, students at Joseph Chamberlain College **achieved outstanding exam results**, placing us in the **top 20%** of all schools and colleges nationally for the tenth consecutive year. In the most recent Ofsted inspection of December 2023, we were graded as 'outstanding' in all categories for the second time; we are the **only College in the West Midlands to achieve this in two consecutive inspections**. Our college continues to provide a broad, inclusive and high-quality education to all our students which results in **exceptionally high levels of progression to Higher Education**. We were featured in the Parliamentary Review for a second time for best practice in further education, and we have been awarded the Teachers' Development Trust (TDT) Silver award for our comprehensive package of innovative and high-impact professional development.

The College is situated within easy reach of Birmingham city centre in a state-of-the-art building with superbly equipped classrooms and outstanding facilities. We are an ambitious institution, with a clear strategy to keep being highly successful for our students. Staff, students and visitors often comment on the warm and welcoming atmosphere at the College and the strong sense of community that permeates the organisation.



## Our Purpose – What we are here to do

To provide an exceptional educational experience that results in significantly improved futures for all of our students.

## Our Vision

Joseph Chamberlain College will be the first choice for school leavers in Birmingham because it will be recognised for excellence in academic achievement, exceptionally high standards of teaching and its capacity to raise the aspirations and ambitions of all so that they can enjoy rewarding and successful futures.

## Our Core Values

Central to all that we do, are our core values. As a team of staff, students and governors, we believe in:

- **Excellence and Ambition**

At Joseph Chamberlain Sixth Form College, we are dedicated to providing an outstanding learning experience to all students. As a result, we have high ambitions and expectations of everyone and always strive for excellence. We demonstrate a 'can do' attitude and embrace the need for continuous improvement and positive change.

- **Cooperation and Communication**

We believe in working together as a team, for the benefit of the College. Learning from our own and each other's mistakes and successes, we encourage everyone to take responsibility for their actions. We are open and honest with each other and have built effective professional relations with each other through mutual trust and transparent communication.

- **Equality and Recognition**

Throughout the College, diversity and inclusivity underpin everything we do, and we will always treat everyone with respect and fairness. We value and recognise the contribution to that every individual makes to the lives of students and are loyal to and proud of our college and our students.

## Our Eight Strategic Priorities

Our strategic priorities and associated objectives, seek to realise to realise the mission statement, thereby ensuring that all Joseph Chamberlain College students experience an education of the highest quality and, as a result, have considerably improved prospects. Our eight strategic priorities are:

**1. The Sixth Form College for the City of Birmingham**

As the largest provider of academic provision in the city, we will retain our highly successful distinct Sixth Form College identity and ethos, being recognised as an excellent choice for all school leavers who wish to progress to Higher Education in the future.

**2. An Unwavering Focus on Academic Success**

We will prioritise securing high levels of academic success for all students so that they have significantly greater choices in the next stage of their education and in later life, regardless of prior experience or attainment.

**3. Excellence in Teaching, Learning and Assessment**

We will ensure that learning, teaching and assessment are consistently excellent across all areas of the College, providing students with challenging, stimulating and inspirational lessons that secure their rapid progress.

**4. Powerful Support and Life-Changing Opportunities for Students**

We will support our students with compassion and enhance their lives by ensuring that the student experience develops in them the qualities and skills to embrace future challenges, achieving their full potential along the way.

**5. A Positive Focus on Our People**

We will establish a talented, hard-working and successful staff body who feel stimulated by their job, happy in the workplace and proud to be part of Joseph Chamberlain College.



**6. A Community Learning Provision that Transforms the Lives of Local Adults**

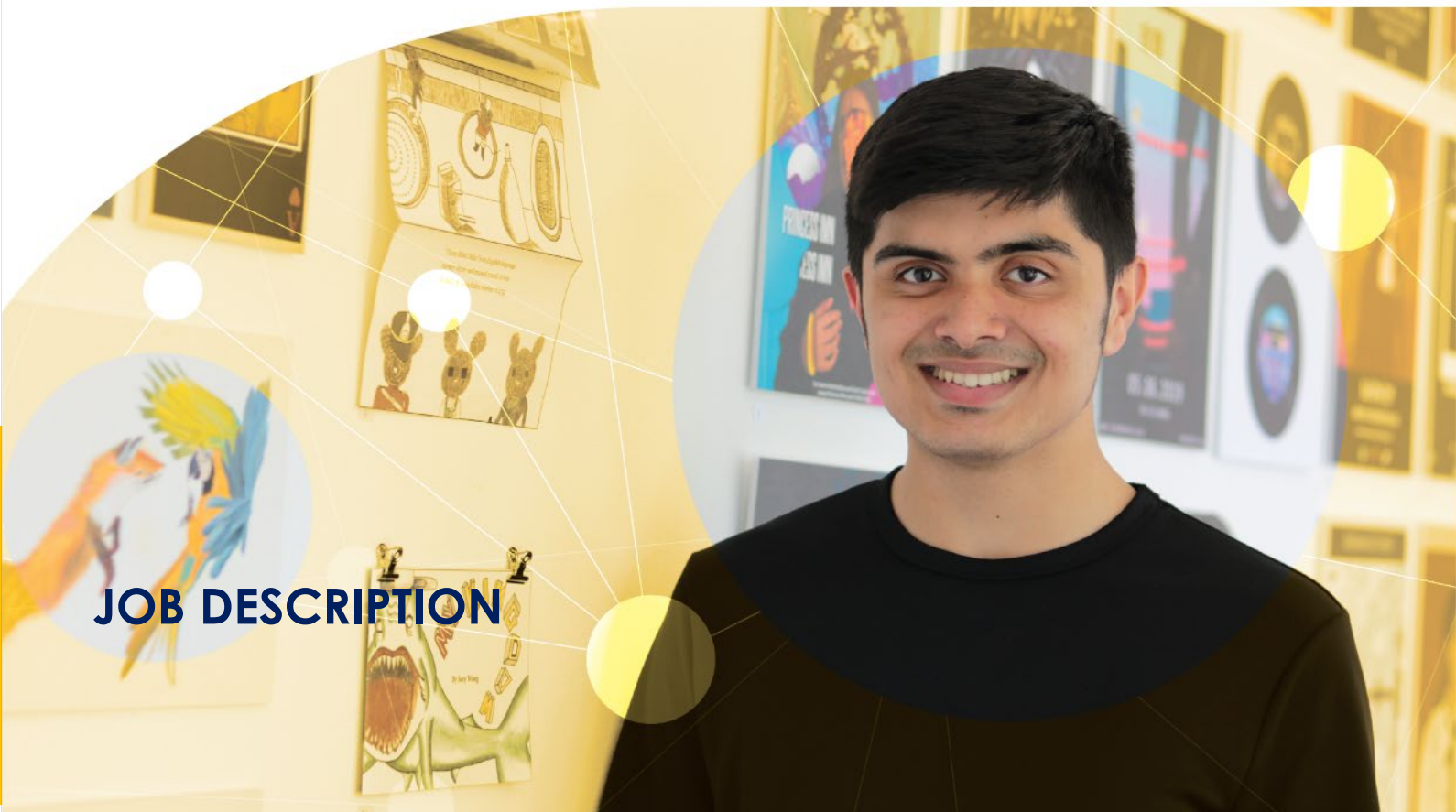
We will serve local adult learners by providing them with a range of high-quality community-based courses that develop their skills and confidence to help them unlock their true potential for the future.

**7. Highly Effective Management of Finance and Business Operations**

We will lead the business of the College with great efficiency so that our finances remain extremely healthy for the future and the operations of our support services align closely with our mission and purpose.

**8. An Exceptional College Estate with First-Class Facilities for Students and Staff.**

We will invest significantly in the development of the College estate so that all students and staff have access to exceptional accommodation, facilities and resources during their time with us.



**JOB DESCRIPTION**

## Job Role: Head of Marketing and Student Recruitment

### Accountability

The Head of Marketing and Recruitment will be accountable to the Assistant Principal for College Services.

### Duties and responsibilities:

- Lead on the production and implementation of a comprehensive Marketing and Student Recruitment Strategy for the College to meet ambitious recruitment targets.
- Line management of the Marketing Officer and Student Recruitment Officer.
- Develop and implement annual marketing plans for each target sector using a range of physical and digital marketing strategies.
- Effectively plan and manage a budget for marketing and events
- Coordinate a busy schedule of marketing and student recruitment activity and campaigns throughout the year
- Effectively present and exploit marketing opportunities as an ambassador for the college at all internal and external events
- Lead a comprehensive programme of school's activities that promote the college, support schools and to recruit applicants.
- Lead all school-based marketing and recruitment activities
- Lead, plan and deliver effective college open events including open day, open evenings, taster sessions, interview days, enrolment days etc
- Lead the design, production, checking and distribution of college marketing, using both digital and printed materials methods.
- Manage the of the college's press and media strategies, including the management of key communications.
- Manage the college brand, ensuring that all marketing activities and communications reflect the Joseph Chamberlain Sixth Form College branding and promote core values and objectives.
- Develop close working links with Senior Leaders and ensure that public information is up to date and that communication is of a high standard.
- Communicate a positive and consistent image of the College, both internally and externally, safeguarding and reinforcing the outstanding reputation of the College.
- To write campaign evaluations and analytical reports on all significant marketing and communication activities to inform further developments.
- Ensure that marketing activities and all marketing communications, including online and offline, adhere to GDPR, promote equality, celebrate diversity, and ensure accessibility.
- Work closely with the Senior Leadership Team in responding to any crisis that requires the support of the Marketing Team and be part of the emergency contact team to manage public relationships and online communications.

To comply with all relevant college policies, procedures and quality assurance systems.  
To undertake the duties of the post with the grade of the post, as required.

## PERSON SPECIFICATION



| Methods of Assessment:<br>Application Form (A), Interview (I), References (R),<br>Certificates (C), Tasks (T) | Essential | Desirable | Method of Assessment * |   |   |   |   |
|---|-----------|-----------|------------------------|---|---|---|---|
|   |           |           | A                      | I | R | C | T |
| <b>Education, Qualifications and Training</b>   |           |           | A                      | I | R | C | T |
| Educated to degree level  | ✓         |           | ✓                      |   |   | ✓ |   |
| Professional communication or marketing qualification   |           | ✓         | ✓                      |   |   | ✓ |   |
| Experience as a marketing professional  |           | ✓         | ✓                      |   |   | ✓ |   |
| <b>Experience and Knowledge</b>   |           |           |                        |   |   |   |   |
| Experience of leading or supporting educational recruitment   | ✓         |           | ✓                      | ✓ |   |   | ✓ |
| Marketing and promotional strategies and event planning   | ✓         |           | ✓                      | ✓ |   |   | ✓ |
| Experience in the development of effective marketing and communications plans                                 | ✓         |           | ✓                      | ✓ |   |   | ✓ |
| Experience working with outdoor marketing and external media  | ✓         |           | ✓                      | ✓ |   |   | ✓ |
| Experience of working with and influencing other stakeholders to achieve objectives                           | ✓         |           | ✓                      | ✓ |   |   | ✓ |
| Experience of using Adobe Creative suite to create and manipulate graphic design and digital imagery          | ✓         |           | ✓                      | ✓ |   |   | ✓ |
| Innovation and creativity in the production of marketing material or content                                  | ✓         |           | ✓                      | ✓ |   |   | ✓ |
| Experience managing website content   | ✓         |           | ✓                      | ✓ |   |   | ✓ |
| Experience of digital marketing campaigns and strategies  | ✓         |           | ✓                      | ✓ |   |   | ✓ |
| Knowledge of the use of new technologies in development of marketing and communications (i.e. social media)   |           | ✓         | ✓                      | ✓ |   |   | ✓ |
| Experience of providing professional advice related to marketing and communication to others                  |           | ✓         | ✓                      | ✓ |   |   | ✓ |
| <b>Skills and Qualities</b>   |           |           |                        |   |   |   |   |
| Confidence and integrity  | ✓         |           | ✓                      | ✓ |   |   | ✓ |
| Exceptional communication skills, both verbal and written   | ✓         |           | ✓                      | ✓ |   |   | ✓ |
| Excellent interpersonal skills including the ability to influence others.                                     | ✓         |           | ✓                      | ✓ |   |   | ✓ |
| Excellent reading, writing and proof-reading abilities  | ✓         |           | ✓                      | ✓ |   |   | ✓ |
| Ability to data analysis write professional reports   | ✓         |           | ✓                      | ✓ |   |   | ✓ |
| Ability to plan and prioritise the work of yourself and a team  | ✓         |           | ✓                      | ✓ |   |   | ✓ |

|  |   |   |   |   |  |   |   |
|--|---|---|---|---|--|---|---|
| Knowledge of the tools and techniques that can be used to benchmark online marketing activities                      | ✓ |   | ✓ | ✓ |  |   | ✓ |
| Up to date knowledge of data protection legislation (GDPR)   | ✓ |   | ✓ | ✓ |  |   | ✓ |
| A commitment to equal opportunities and respect for diversity  | ✓ |   | ✓ | ✓ |  |   | ✓ |
| Enthusiasm, drive and commitment to positively promoting all aspects of college life                                 | ✓ |   | ✓ | ✓ |  |   | ✓ |
| Meticulous approach to planning and organising events  | ✓ |   | ✓ | ✓ |  |   | ✓ |
| A knowledge and understanding of the marketing and communications challenges within a large and complex organisation | ✓ |   | ✓ | ✓ |  |   | ✓ |
| A commitment to safeguarding young people and vulnerable adults  | ✓ |   | ✓ | ✓ |  |   | ✓ |
| Ability for independent travel   |   | ✓ | ✓ | ✓ |  |   | ✓ |
| Positive attitude to work and flexibility to achieve objectives (occasional twilight, evenings or weekend working)   | ✓ |   | ✓ | ✓ |  |   | ✓ |
| <b>Other</b>   |   |   |   |   |  |   |   |
| Enhanced DBS Clearance   | ✓ |   | ✓ |   |  | ✓ |   |
| Ability to meet the requirements of the Asylum and Immigration Act (to be legally work in the UK).                   | ✓ |   | ✓ |   |  | ✓ |   |

## FURTHER PARTICULARS

## **Job Title: Head of Marketing and Student Recruitment**

### **Contract Type**

Full-time, 36.5 hours per week, all year round.

### **Salary**

The salary for this post is paid on the Support Staff Pay Scale at points 26-28 (£40,287-42,222 FTE). Salary will be dependent on experience.

### **Start Date**

As soon as possible

### **Holiday Entitlement**

Leave entitlement is starting at 24 days per year. Support staff are expected to take most of their leave during the normal College holidays and not during term time. The leave year runs from 1<sup>st</sup> September to 31<sup>st</sup> August. Additionally, support staff receive 8 public holidays, 2 extra-statutory days and 3 local days to be taken during the College closure at Christmas.

### **Superannuation**

The successful candidate will be eligible to join the Local Government Pension Scheme and you will automatically become a member unless you opt not to join.

### **Staff Benefits**

We offer the following benefits to our staff:

- Extensive professional development opportunities
- Occupational pension scheme (either Teachers' Pension Scheme or Local Government Pension Scheme)
- BHSF – private healthcare insurance plan
- Cycle to work scheme
- Discounted college gym membership
- A clear strategy for the positive well-being of staff
- Excellent support for newly-qualified teachers, both school and college trained
- Free car-park for staff



## **HOW TO APPLY**

- To apply, please visit our vacancy page online <https://www.jcc.ac.uk/about-jcc/jobs/>. You will be taken to our recruitment portal, My New Term, where you will need to follow and complete the application details.
- If you are applying for a teaching or curriculum-based role, and you are shortlisted, we will request that you complete an examination results form, which we will send with the interview information pack (applicants who are still completing their PGCE course will need not complete this).
- For any queries, please contact the HR team: Email: [HR@jcc.ac.uk](mailto:HR@jcc.ac.uk) Telephone: 0121 446 2255

### **Deadline**

The deadline for the post(s) is **Monday 3<sup>rd</sup> February 2025** (to arrive no later than 12 noon).

### **Shortlisting**

Unfortunately, we will be unable to notify candidates who are not on the shortlist. Therefore, if you have not heard from us within 4 weeks of the closing date, then please assume your application has been unsuccessful on this occasion. We may contact you via email, so please check your spam/junk inbox.

### **Equal Opportunities Policy**

Joseph Chamberlain College is committed to equality of opportunity in recruitment and selection. Every care has been taken in the drawing up of this job description and person specification to ensure that the requirements of the post are not discriminatory on any grounds and particularly in relation to any protected characteristics, as defined by the Equality Act 2010. Similar care will be taken during the short-listing and interviewing stages.

If candidates are dissatisfied about any part of the process, they should write in the first instance to the Principal of the College setting out the nature of their complaint.

### **Guide to the General Data Protection Regulation (GDPR - 2018)**

Under the General Data Protection Regulation (2018), the College needs to have your consent to collect and process information about you for the proper administration of the selection process and the employment relationship should you be appointed. Please accordingly make sure you sign the declarations at the end of the application form. After an appointment has been made, all the papers of unsuccessful candidates are kept for a period of six months and are then destroyed. For further information about how the College processes personal data please visit our website.

### **Candidates with a Disability**

The College is a Disability Symbol User. If candidates with a disability need any special arrangements for interview, they should enclose a letter giving details of these, marked for the attention of the Learning Resource Manager.

### **Rehabilitation of Offenders Act 1974**

### **Disclosure and Barring Service Check**

The college is committed to safeguarding and promoting the welfare of its students. We will carry out checks on all those who are offered employment with us.

Appointment is subject to you obtaining a satisfactory Enhanced Criminal Records Check through the Disclosure and Barring Service (DBS). The successful candidate will be required to provide relevant evidence to enable a DBS check to be undertaken prior to commencement of employment. The College follows the Code of Practice laid down by the DBS (available from the DBS website). It is an offence to apply for a role if an applicant is barred from working with children. Further details will be given upon appointment.

In the future, you may also be asked to subscribe to the DBS Update Service and to maintain that subscription of an annual basis. There will be a small annual cost to the individual. The College will undertake 'status checks' on DBS Disclosures to assess that the information on the original certificate remains current; membership of the Update Service is therefore mandatory to enable status checks to be completed.

Any offer of employment will be conditional upon DBS clearance and a satisfactory outcome to other safeguarding checks as deemed to be appropriate by the College.

### **The Selection Process**

As part of our due diligence on all short-listed candidates, an online search will be carried out prior to interview. Short-listing of candidates for interview will be undertaken by the line manager and a member of the senior management team. All candidates invited to interview will be asked, on the day, to complete a practical task. The results of these assessments will be used to decide whether to shortlist you further for interview. The interview panel usually consists of three or four members of senior and middle managers.

During the interview we ask the same main questions to all candidates, as well as any supplementary questions either arising from initial responses or specific to individual applications. At the end of the interview, you will be given the opportunity to add anything further in support of your application or ask any questions. The panel will make its decision based on the evidence presented throughout the process and will contact all candidates with an outcome as soon as possible.