

Application Pack

Marketing and Publicity Assistant



Raising Aspirations for Successful Futures

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INTRODUCTION FROM THE PRINCIPAL

Dear Colleague,

Thank you for your interest in the position of Marketing and Publicity Assistant 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 really 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 really 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 extremely high and the progress our students make places us in the top 25% 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, we were awarded their highest grade of 'outstanding' in all categories. This is, I believe, 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 the 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 and, hopefully, submitting an application for this role. If you have any questions at all, please do contact us and we will be more than happy to help.

Whatever the outcome, I wish you the very best in the future.

Tony Day – Principal

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 for both 16-18 year olds and 19+ learners. In addition, our Adult Learning Directorate offers classes in ESOL, Literacy, Numeracy and Access to HE at our Moseley Road Centre and in community venues. We also offer Teacher Training in association with BCU. 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 2021, Joseph Chamberlain College achieved an A-level achievement rate of 100%. In our most recent inspection in 2017 we were graded as 'outstanding' in all categories and we continue to provide a broad, inclusive and high-quality education to all of our students that results in an exceptionally high levels of progression to Higher Education. 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 were featured in the 2019 Parliamentary Review for a second time for best practice in further education and were awarded the Teachers' Development Trust (TDT) this year for our comprehensive package of innovative and high impact professional development. As part of a local Teaching Alliance, we support all newly qualified teachers, from both secondary and post-16 backgrounds, to complete their NQT year and achieve either QTS or QTLS.

We are 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 learning experience for all of our students, raising their aspirations and improving their achievements so that they can enjoy a level of success in later life that realises their highest ambitions.

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 of its staff and students 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

- Everything we do is focused on improving the student learning experience.
- We have high ambitions, expectations and commit to excellent in everything we do.
- We demonstrate a 'can do' attitude, embracing the need for continuous improvement and positive change.

• Cooperation and Communication

- We work together positively as a team for the benefit of the College.
- We learn from our own and each other's mistakes and successes, taking responsibility for our actions.
- We are professionally honest with each other and create trust through effective relationships and transparent communication.

• Equality and Recognition

- We value diversity and inclusivity and let this underpin all we do, treating people with respect and fairness.
- We value and recognise everyone's work and the individual contribution they make to the lives of students.
- We display loyalty to and pride in our college and its students.



Our Strategic Ambitions

Our strategic plan has the following as its strategic ambitions:

1. The Academic Achievements and Success of Our Students

To be highly ambitious for all of our students and prioritise their success so that they achieve the highest standards academically, making significant progress throughout their time with us.

2. The Learning Experience of Our Students

To ensure that all of our students benefit from an exceptional learning experience that excites, inspires and broadens their minds both in the classroom and beyond.

3. The Support and Development of Our Students

To ensure that all of our students are supported to develop into confident and responsible citizens who believe in their own ability to do well in later life and who are respectful of the diverse societies of modern Britain and the wider world.

4. The Reputation and Recognition of the College

To position the College as a nationally recognised Sixth Form College that attracts an increasing number of students each year, is a highly desirable place to work and captures the interests of a wide range of partners with whom we will collaborate.

5. The Leadership of the College and its Resources

To manage our resources and finances expertly so that we can continue to grow and develop as a College to seek innovative opportunities for improvement amidst the challenges facing the sector now and in the future.

JOB DESCRIPTION



Job Description: Marketing and Publicity Assistant

Location of the post within the College structure

The post holder will be a member of the Marketing Team.

Accountability

The Marketing and Publicity Assistant will be accountable to the Marketing and Publicity Officer.

Duties and Responsibilities:

General Duties

- Work with the Assistant Principal and Marketing and Publicity Officer to develop targeted marketing and communications to maintain and develop awareness of opportunities at Joseph Chamberlain College.
- Creatively use social media to reach a wider, targeted audience to effectively promote College courses and events.
- Use digital analytics to measure the effectiveness of marketing activity and to identify new audiences/ markets.
- Help to organise and present internal and external promotional events and exhibitions.
- Organising online registrations and evaluation/ survey data.
- Evaluate marketing campaigns using tracking and analytical software and assess the results.
- Work with external agencies, including designers, printers, media buying and research organisations.
- Ensure that all marketing communications, including online and offline, adhere to data protection legislation and the Equality Act.

Specific responsibilities

- Assist with planning and creation of video content as a key promotional tool for the College website and virtual events.
- Assist with production of presentations, slideshows and other digital material to promote the College.
- Produce literature and digital and printed marketing materials, such as news story, web content, brochures and press release.
- Upload material to the College website, social media pages and marketing department databases.
- Collate and produce information for promotional literature for each subject or department.
- Ensure that all published information is up to date and consistent with the College brand.
- Write and proofread copy for internal and external publications.
- Schedule, produce and maintain content for digital notice boards using signage management software.
- Undertake general administrative duties as directed by the Assistant Principal

PERSON SPECIFICATION

	Essential	Desirable	Method of Assessment *				
			A	I	R	C	T
Education, Qualifications and Training							
Relevant degree or at least 2 years relevant professional experience.	✓		✓			✓	
Experience and Knowledge							
Experience of a similar role within an educational environment.		✓	✓	✓			
Skills and Qualities							
Excellent communication skills.	✓		✓	✓			✓
Excellent interpersonal skills.	✓		✓	✓			✓
Excellent writing skills and experience of writing professional reports/ press release.	✓		✓	✓			✓
Excellent proof-reading skills.	✓		✓	✓			✓
Able to demonstrate confident digital skills using Microsoft Office tools and other applications	✓		✓	✓			✓
Demonstrable ability to multi-task and adhere to deadlines.	✓		✓	✓			✓
Attention to detail with data, copy and promotional materials.	✓		✓	✓			✓
Prioritise workload and meet deadlines.	✓		✓	✓			✓
Ability to work effectively within a team.	✓		✓	✓			✓
Self-motivated.	✓		✓	✓			✓
Able to use own initiative.	✓		✓	✓			✓
Work independently to meet deadlines.	✓		✓	✓			✓
A commitment to safeguarding younger students and vulnerable adults.	✓		✓	✓			✓
Skills using new technologies in the development of digital marketing and communications.		✓	✓	✓			✓
Using tools and techniques that can be used to evaluate marketing activities.		✓	✓	✓			✓
Website development to promote business or brand.		✓	✓	✓			✓
Professional use of social media for marketing and publicity.		✓	✓	✓			✓
Advanced digital skills with video editing or graphic design software for the creation of promotional materials.		✓	✓	✓			✓
Other							
Enhanced DBS Clearance.		✓	✓			✓	
Ability to meet the requirements of the Asylum and Immigration Act (to be legally work in the UK).	✓		✓			✓	

Methods of Assessment: Application Form (A), Interview (I), Tasks (T), Certificates (C), References (R)

FURTHER PARTICULARS



Post Title: Marketing and Publicity Assistant

Salary

The salary for this post is paid on the Support Staff Pay Scale at point 4, which equates to £18,781 per annum, FTE. This amount will be adjusted for term time only working. Salaries are paid monthly by bank credit on the 25th of each month.

Contract Type

This is a one-year, fixed term contract.

Start Date

As soon as possible.

Working Week

The working hours will be 36.5 per week over 5 days, during term time plus an additional 5 days. You will very occasionally be required to work outside normal hours and this will be agreed by negotiation. Please be aware that our term dates fall in line with Birmingham City Council term dates, aside from the summer term.

Holiday Entitlement

This post is not eligible for annual leave to be taken during the term. All holiday is taken during the College vacations.

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
- Interest free annual travel card loans
- 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

HOW TO APPLY



- Complete the JCC Staff Application Form. Please state clearly on your application the position you are applying for.
- Provide a supporting statement (in section 8 of the application form) of no more than two sides of A4, in which you demonstrate how your skills, abilities and experience make you a suitable candidate for the role. Please give specific details and examples of how you meet all aspects of the person specification.
- The completed form should be returned by email to: personnel@jcc.ac.uk or by post to:
The Director of HR
Joseph Chamberlain Sixth Form College
1 Belgrave Road
Highgate
Birmingham
B12 9FF
Telephone: 0121 446 2200

Deadline

The deadline for the post(s) is **Wednesday 6th October 2021** (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 by **31st October 2021**, please assume your application has been unsuccessful on this occasion.

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 nine 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 Director of Human Resources.

Rehabilitation of Offenders Act 1974

In accordance with the above Act employees with access to children and young people under the age of 18 are not allowed to withhold information regarding criminal convictions no matter when they occurred.

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). 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

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.