Job Description and Person Specification

Director of Marketing & Recruitment

Team: Marketing

Reports to: Associate Principal, Employers & Stakeholders

Location: Group Wide

Job Purpose

The Director of Marketing and Recruitment plays a pivotal role in shaping and delivering the Group's strategic approach to marketing, student recruitment and brand positioning. This role combines leadership, innovation, and a strong strategic focus across several core areas:

- Strategic Marketing – Lead the strategic marketing function by planning, developing and implementing marketing strategies that align to the Group's overall growth objectives. This includes analysing market trends, understanding customer behaviour, and identifying competitive advantages to drive sustainable growth and brand visibility.
- Learner Recruitment – Cultivate and embed a culture of continuous improvement and data-informed decision-making across the student recruitment journey. This includes oversight of applicant engagement, school's liaison activity, partnerships and delivery of impactful recruitment events.
- Brand Stewardship – Act as a strategic brand ambassador, collaborating closely with leaders across the Group's colleges and the wider group. Strengthen the Group's brand through consistent, high-quality messaging and stakeholder engagement.

Key Responsibilities

Strategic Marketing

- Lead the development and implementation of a digital-first marketing infrastructure, enhancing the Group's online visibility and reach across web and social media platforms to ensure student-focused campaigns are delivered effectively and consistently.
- Provide strategic leadership to grow and strengthen the Group's brand, increasing influence and appeal among applicants, partners and key stakeholders.
- Ensure learner recruitment is activity and data-informed and target-driven, maximising lead generation, conversion and recruitment across all provision types.
- Oversee the creation of innovative, impactful and high-quality marketing campaigns and materials that clearly communicate the Group's strengths, values and distinctive offerings.

Learner Recruitment

- Develop and implement a strategic recruitment plan that aligns with the Group's overarching goals, curriculum priorities, and stakeholder expectations.

- Set clear, ambitious, and achievable targets for all recruitment activities and events, regularly monitoring and evaluating performance, and using insights to inform continuous improvement.
- Provide expert guidance on student recruitment strategy, tactics, performance targets and portfolio development to ensure alignment with market demand and the Group's objectives.
- Ensure all student recruitment activity is aligned with the Group's curriculum offer and student demographics and targeting campaigns effectively to engage key applicant groups.

Brand Stewardship

- Collaborate with senior leaders to ensure consistent, strategic messaging and branding.
- Develop and manage comprehensive brand and advertising programs, covering graphic design, promotional events and social media activities to engage both in-person and online audiences.
- Lead the planning and execution of integrated marketing campaigns that promote the Group's programmes, events, and achievements, strengthening brand visibility and impact.
- Support the development and delivery of campus-specific communications that reflect the unique identity, culture and priorities of each college campus, ensuring local stories and activity are represented while contributing to the wider objectives of the PR and Communications team.

Innovation & Leadership

- Provide strategic leadership and direction to the Marketing team, cultivating a collaborative, high-performing, and innovative working environment.
- Championing a culture of data-driven decision-making, continuous improvement, and impactful engagement across applicant communications, school liaison, partnerships, and student recruitment events.
- Work collaboratively with other leaders and professional services across the Group to ensure the marketing function is aligned with Group-wide strategic priorities and operational plans.
- Promote and model a culture of excellence grounded in the Group's core values.
- Lead the adoption of innovative practices and digital optimisation, introducing new systems and ways of working that enhance performance, engagement and service delivery.

Role Context

Chichester College Group expects staff to:

- Work within the context of the Group's core values, code of conduct, quality requirements and continuous improvement ethos.

- Undertake their duties in accordance with Group policy and procedures, particularly with respect to:
  - Human Resources policies and procedures;
  - Equality, diversity and inclusion policies and procedures;
  - The Group's health and safety policies and procedures;
  - Safeguarding and Prevent;
  - The Group's policy on the confidentiality of data stored electronically and by other means in line with data protection legislation.

- Keep abreast of developments in their own area of expertise and undertake staff development opportunities where identified and approved, subject to funding.
- Support and uphold the Group's environmental sustainability commitment and work towards helping the Group achieve net zero carbon emissions.

Evening and weekend work may be required.

You may be required to undertake such duties as may be reasonably required of you commensurate with this grade.

Work outside the Group must not interfere with the effective delivery of your duties. Additional work requires approval by the Chief Executive Officer.

Other supporting information can be found on the Group's website.

This job description is current at the date shown below. It is liable to variation by management in consultation with you to reflect or anticipate changes in, or to, the job.

Criteria	Essential/ Desirable	How Assessed
Experience		
Significant experience in managing a large and complex marketing team, working collaboratively with a diverse range of customers and stakeholders	Essential	Application Form/ Interview/ Assessment
Leading a marketing strategy with evidence of innovative approaches, success and leading change	Essential	
Substantial experience of developing strategic and tactical marketing campaign plans to deliver measurable outcomes	Essential	
Proven track record of meeting recruitment or sales targets through a data-led, multi-channel funnel	Essential	
Identifying opportunities and developing communication plans for internal and external audiences	Essential	
Managing significant resources to be aligned to meet organisational objectives / KPIs	Essential	
Brand development, application and management across multiple sites and audiences	Essential	
Budget planning and management	Essential	
Working in a Further Education or Higher Education sector in a senior marketing role	Essential	
Knowledge		
An awareness and insight of websites, digital and social media as part of the marketing mix	Essential	Application Form/ Interview/ Assessment
An understanding of market research, analytics and insights to inform activity and measure impact	Essential	
Detailed knowledge of product and service attributes to inform messaging, campaigns and communications	Essential	
Strong understanding of Microsoft Office applications and CRM systems	Essential	
Marketing and communications within a Higher or Further Education setting	Desirable	
Qualifications		
Degree or equivalent experience in marketing or communications	Essential	Application Form/Certificates
Masters degree or a professional marketing qualification	Desirable	
Management or coaching qualification	Desirable	

Skills and Abilities		
Provide strong leadership, vision and management to enable the Group to deliver its strategic and operational objectives. Able to instil a continuous improvement culture whilst ensuring high standards are met	Essential	Application Form/Interview/ Assessment
High standards of customer service with a helpful and confident approach. Externally effective orgainsational, prioritisation and time management skills	Essential	
Highly motivated with proven problem solving skills, able to work flexibly and confidentially with empathy and discretion	Essential	
Able to communicate effectively with a diverse range of stakeholders, including the communication and presentation of complex data	Essential	
Well developed IT, analytical and digital skills	Essential	

Attributes		
Proven English language and communication skills (e.g. delivering presentations) as well as strong influencing and negotiation skills.	Essential	Application Form/ Interview/ Assessment / PPA
Performance driven, able to set and meet challenging targets and KPIs	Essential	
Diplomatic and able to act with tact, discretion and confidentiality	Essential	
Able to build strong and trusted relationships with colleagues and stateholders	Essential	
An ability to work independently with strong decision making skills and initiative	Essential	
Creative, innovative, commercial and entrepreneurial spirit	Essential	
Able to work flexibility and positively with a helpful attitude to work	Essential	
Interest and ability to coach and develop others to success	Essential	
Commitment to, and understanding of, equal opportunities relating to staff and student matters within a diverse and multicultural environment	Essential	
Commitment to the values of the Chichester College Group	Essential	
Performance driven, able to set and meet challenging targets and KPIs	Essential	

Other Requirements		
Ability to travel between campuses and also for Group business	Essential	Interview/ Checks and Clearances
Satisfactorily meeting the Group's employment checks – a Disclosure and Barring Service Check (including any relevant overseas checks), health assessment, references, qualifications and legal entitlement to work in the UK	Essential	

Any appointment is subject to the Corporation's terms and conditions of service:

Working hours per week:	37
Working weeks per year:	52
Salary range:	£64,292 – £70,263 per annum
Salary progression:	Salary progression is achieved through annual increments, in accordance with the Group's Performance Management Scheme.
Holiday entitlement:	The annual leave year runs from 1 January to 31 December. 30 days per annum. In addition, the days between Christmas and New Year are not deducted from your leave entitlement.
Holiday restrictions:	Leave cannot be taken on certain days designated by the Group, e.g. development and administration days. Leave is to be agreed in advance with the line manager.
Pension scheme:	Permanent and fixed term staff (regardless of how many hours they are contracted to) are automatically opted into the Local Government Pension Scheme unless they elect to opt out of the pension. The Group contributes to this scheme and the employee contribution is determined by the level of actual pensionable pay and the guidelines given by the LGPS. Alternatively the employee may opt out within the first 3 months of employment.