



Bexhill 6th Form College

JOB DESCRIPTION
MARKETING OFFICER

General Responsibilities:

- To proactively engage in marketing activities with the intention of increasing enrolment of all groups including local 16-19 students, international students and adult learners.
- To be a point of contact with the designated external creative design agency that is responsible for the production of externally created marketing materials. Engage a timely exchange of information between senior college staff and the external creative design agency to ensure publication deadlines are met.
- As part of the marketing team, collate and quality check information from across all areas of the college to allow the production of the annual prospectus.
- To be a point of contact with the external suppliers that physically produce and deliver the marketing materials, placing orders in a timely fashion.
- Produce in-house marketing and official communication content using photography/videography equipment competently; Edit this content to a professional standard by competently using Adobe Creative Cloud.
- To update the College's website and social media channels, including paid advertising.
- Ensure the website is regularly checked for accuracy and is always up to date.
- To liaise with the local newspapers with the intent of securing coverage for press releases.
- To present an annual marketing review to the Governors Strategy Planning Committee.
- Ensuring that key stakeholders are aware of the Colleges achievements and priorities and that the College is positively positioned, locally, regionally and internationally.
- Ensure all marketing and news shown present the college in a positive light, and do not present any particular views, or opinions of interest groups as those of the college.
- Ensure marketing material is 'neutral' in its political or social view.

16 -19 Market:

- To be a point of contact with the local schools for the purpose of booking assemblies, Year 10 Taster Days, masterclasses and other information, advice and guidance events.
- Maintain accurate and clear digital records of the bookings for these school-related events.
- Deliver assemblies and attend a range of events at the local schools with the intention of increasing enrolment.

- To assist the Assistant Principal with the planning and delivery of the annual open evenings, including the ordering of materials in a timely fashion.
- To promote, organise and deliver facilities tours to prospective students and their parents, maintaining accurate and clear digital records of these bookings.
- Research the career progress of the College alumni and make contact with these former students with the intention of creating marketing content.
- To assist the Assistant Principal with the planning and delivery of the Freshers Fair and Summer Fair, including the ordering of materials in a timely fashion.
- As part of the marketing team, plan and deliver a weekly programme of lunchtime entertainment, including activities such as karaoke, video games, games shows and quizzes.
- As part of the marketing team, be a point of contact for Student Council representative, involving them in the planning and hosting of the lunchtime entertainment programme, charity events, awareness raising activities and the annual Freshers Fair and Summer Fair.
- As part of the marketing team, produce the termly Bexhill College TV episodes using photography/videography equipment competently; Edit this content to a professional standard by competently using Adobe Creative Cloud.

Izzard Theatre:

- As part of the marketing team, produce the annual Izzard Theatre brochure, programmes for each production and associated social media content using photography/videography equipment competently; Edit this content to a professional standard by competently using Adobe Creative Cloud.

Football Academy:

- As part of the marketing team, produce the annual Football Academy player profile graphics and celebration videos using photography/videography equipment competently; Edit this content to a professional standard by competently using Adobe Creative Cloud.
- As part of the marketing team, produce the termly Football Academy podcast using photography/videography equipment competently; Edit this content to a professional standard by competently using Adobe Creative Cloud.

Nursery:

- Produce appropriate marketing content using photography/videography equipment competently; Edit this content to a professional standard by competently using Adobe Creative Cloud.

Adult Learning:

- Produce the annual brochure and mid-year campaigns using photography/videography equipment competently; Edit this content to a professional standard by competently using Adobe Creative Cloud.

International Market:

- Research the career progress of the College alumni and make contact with these former students with the intention of creating marketing content.
- Attendance at international marketing events as required including attending overseas events.

- As part of the marketing team, be a point of contact for Student Council representative, involving them in the planning and delivery of the recreational trips, holiday social activities and the International Prom.
- Fulfil administration duties linked to International students as directed by senior staff.

Other information

- This role requires out of core hours working.
- Although the college operates a TOIL system for planned events, there will be occasions when it will be required to complete tasks even if it this necessitates working beyond the core hours.
- To work on the front of house for the Izzard Theatre as requested. This is occasional work and could be on evenings and weekends, attracting additional pay and is planned well in advance, unless circumstances do not allow for this.
- This role requires the staff member to be able to drive, have a clean license and have a car with business insurance.
- Although the College work with an external creative design agency to produce key creative / marketing collateral, there is a requirement to design and produce in-house promotional material.

General

- This job description sets out the duties of the post at the time it was written, some duties may vary from time to time without changing the general character of the post or the level of responsibility it entails.
- Undertake any training and/or development required in delivering the responsibilities of this post.
- Undertake any reasonable task on the request of the Principal or his/her designated deputy.
- To follow college policy in the management of Health and Safety in all aspects of the post-holder's work, including a pro-active approach to Risk Assessment for all the post-holder's duties.
- Undertake regular appraisal and professional development to ensure proper delivery of these responsibilities. This includes training as required to maintain up to date knowledge of legislation and best practice, and using this knowledge to review college policies and procedure.
- Follow good practice and college policy in all aspects of the work and in the liaison of staff and use of resources.
- The post-holder will show an awareness of, and compliance with, all college policies and procedures, but particularly those relating to Health and Safety and Equal Opportunities.
- This Job Description will be amended and updated from time to time in discussion with the post holder.

September 2025