



**WORK AT
SHIPLEY
COLLEGE**

Media/Events Officer

Shingley College - Great people, great place!

Hours: 37 hours per week

Salary: £22,822 - £23,360 FTE per annum

Closing Date: Monday 3rd March 2025 at 9.00am

Interview Date: Thursday 6th March

Start Date: ASAP (subject to satisfactory pre-employment checks)

WELCOME TO SHIPLEY COLLEGE

Are you an Events Organiser with a passion for marketing and education?

Shingley College is looking for a dynamic Media/Events Officer to join our marketing team.

In this pivotal role, you'll shape how the College is perceived within the region, helping us attract and retain students, forge strategic partnerships, and speak to audiences on behalf of the organisation to ensure Shingley College remains the top choice in the district.

Your creativity and marketing expertise will play a crucial part in our mission to increase our reach, whilst fostering a vibrant and inspiring environment for students and staff alike.

If you're ready to make an impact in a role where your ideas and talents are valued, apply today!

Shingley College is an equal opportunities employer.



Benefits we offer include:	We are looking for someone who has:
<ul style="list-style-type: none"> ● Enhanced Annual Leave ● Pension Schemes ● Professional Development opportunities ● Access to a free gym on site ● Reduced cost of train/bus travel* ● Access to free onsite car parks ● Shopping discounts with discount app <p>*qualifying period applies</p>	<ul style="list-style-type: none"> ● Level 2 or equivalent in maths and English or willing to work towards ● Public speaking/Presentation skills ● Networking ability ● Exceptionally organised ● CRM experience ● Social media/marketing experience ● Willingness to work occasional evenings / weekends

How to Apply: Application forms can be obtained from www.shipleys.ac.uk. Completed applications should be submitted to jobs@shipleys.ac.uk.

<p>Employment offers are subject to pre-employment checks, including DBS, references, online checks and the right to work. Shipley College is committed to safeguarding and promoting the welfare of children, young people and adults and expects all staff to share this commitment.</p>	<p>The College is actively committed to a policy of equality of opportunity for all through education and therefore encourages applications from all regardless of age, disability, economic status, gender, race, religion and beliefs or sexual orientation.</p>
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Job Description

JOB TITLE	Events Assistant (Marketing)
RESPONSIBLE TO	Head of Marketing & Communications

INTRODUCTION

The following information is provided to assist staff joining the College to understand and appreciate the work content of their post and the role they are to play in the organisation. However, the following points should be noted:

- Whilst every endeavour has been made to outline all the duties and responsibilities of the post, a document such as this does not permit every item to be specified in detail. Broad headings, therefore, may have been used below, in which case all the usual associated routines are naturally included in the job description.
- Staff should not refuse to undertake work which is not specified on this form, but they should record any additional duties they are required to perform, and these will be taken into account when salaries are reviewed.
- Shipley College is an Equal Opportunities Employer and requires its employees to comply with all current equality policies in terms of equal opportunity for employment.
- Shipley College is committed, where possible, to making any necessary reasonable adjustments to the job role and the working environment that would enable access to employment opportunities for disabled job applicants or continued employment for any employee who develops a disabling condition.

OVERALL PURPOSE OF THE JOB

- To go to secondary schools and other partners in the community, to pitch the benefits of attending Shipley College and promoting our outstanding courses and community.
- To organise marketing events including our on-site Open Days and everything from sourcing merchandise, logistics for events, motivating colleagues and more

DUTIES AND RESPONSIBILITIES

- Play a key role in maintaining, evolving and promoting a positive Shipley College brand
- Working to a marketing calendar
- Lead on the organisation of the annual series of Shipley College Open Days.
- Be the central point of contact for local schools and attend local schools and outreach centres to promote the college to potential students
- Provide monthly reports to the Head of Marketing & Communications, informing of performance
- Assist with social media, video, photography



- To ensure the website is able to fulfil its role as the 'main shop window' for Shipley College, ensuring it positively affects brand equity and remains current
- Provide other online support as required, e.g. Ticket Tailor
- Develop and maintain a thorough awareness of College courses, products and initiatives.
- Liaise with internal departments to gain insights and ensure best possible external College promotion.
- Support all Marketing & Communications team initiatives as required.
- Maintain and support CRM systems and website

GENERAL

- To demonstrate a positive commitment to the implementation of the College's Equality Diversity and Inclusion Policy and to the maintenance of a culture of continuous quality improvement and innovation.
- To be aware of the responsibilities under the provision of the Health and Safety at Work Act and the Control of Substances Hazardous to Health Regulations (COSHH) in terms of the post holder's own safety and the effects of their actions on colleagues, students and visitors.
- To be responsible for safeguarding and promoting the welfare of young learners and vulnerable adults the post-holder is responsible for or comes into contact with.
- To undertake mandatory training and staff development/CPD training as required by the nature of this post and the range of duties described within this job description.
- To use IT as designated appropriate to the nature of the role.
- To act in accordance with the College's expectations as set out in the Staff Code of Conduct and contract of employment.
- To undertake such other duties commensurate with the grade of the post as may reasonably be required.



PERSON SPECIFICATION

ESSENTIAL CRITERIA

*In your supporting statement please ensure you reference every point in this category. Applications which do not address each point in the essential criteria will not be progressed to interview. **If you do not meet all of the essential criteria, please do not progress with your application.***

Level 2 (equivalent) Qualification in maths or willingness to work towards
Level 2 Qualification in English or willingness to work towards
Experience of events management
Proven experience of building and maintaining networks
Experience of preparing and delivering presentations to large groups

HIGHLY DESIRABLE CRITERIA

These points are scored the same as the essential criteria. In order to score highly, we strongly recommend that you reference every point in this category where possible.

Experience in using CRM or online CMS (Content Management Systems) and data gathering for web editing and updating
Understanding of the mechanisms of successful events delivery, including event objectives, audiences, budget control, timeline, communications and evaluation.
Experience of the Education sector
Ability to work within a teamwork and to use initiative
Ability to be highly organised and to manage and prioritise multiple projects, and to deadlines
Excellent communication skills, with demonstrable experience in developing and maintaining positive relationships with stakeholders
Creative approach to problem solving
Highly motivated and able to inspire those around you to success
Willingness and ability to work flexibly e.g. attendance at evening or occasional weekend events



DESIRABLE CRITERIA

In order to score highly, we strongly recommend that you reference every point in this category where possible.

Knowledge and experience of Equality, Diversity and Inclusion
Knowledge or experience of Safeguarding
Knowledge of the PREVENT agenda



Message from the Principal



Shipley College is a wonderful place to start (or to continue) your career and we are delighted that you are considering completing an application for a post with us.

Shipley College is a small, friendly place that really cares about every person that comes through the door and we pride ourselves on giving every student the individual

support they deserve.

Situated in the UNESCO World Heritage Site of Saltaire, it is a great place to study and easy to get to by bus, train and car.

Our practical, vocational and work-related courses include Apprenticeships, full-time and part-time courses across a range of Departments. I am delighted that our Student Survey results and employer feedback continue to be extremely positive as we provide a fantastic learning environment for all our students.

We have a fabulous team of colleagues who give up an extraordinary amount of time to support their students and their fellow members of staff. The dedication and attention to quality they exhibit is what makes our College so successful. I am proud of the commitment and hard work of all the college's staff, students and governors and pleased that this has been recognised by Ofsted in our latest inspection.

If you meet the criteria of the post advertised and feel that you would enjoy working here, we hope you will make an application to join us.

We do ask that you accept, in the interests of economy, that if you have not heard from us by the interview date that you will not have been selected for interview on this occasion

Diana Bird
Principal

Shipley College Mission Statement

To provide the highest quality, inspirational education and training that meets and exceeds the ambitions of individuals, businesses and communities.

OUR CORE VALUES

Inspirational Culture of Collaboration and Partnership: A team working closely with our stakeholders in a spirit of trust and integrity

Aspiration, Professionalism and Achievement: Striving for excellence in a safe, sustainable environment, while supporting all students to achieve their personal best and to progress to their next steps in work and life

Responsiveness: Meeting the needs and exceeding the expectations of students and employers, both locally and regionally, responding to government initiatives and our local community

Equality and Respect: Celebrating the diversity and inclusion of our students and staff

