
Job Description

Post Title: **MARKETING AND ADMISSIONS ASSISTANT** (Full-Year / Part-Time 18 hours/week)

SALARY: Pro-rata on an 18 hours/week contract, salary would be within the range £6,264 to £7,736 per annum (i.e. based on a full-time equivalent salary range of £12,877 to £15,902 per annum)

This Job Description gives an indication of tasks to be performed within a specific area.

RESPONSIBLE TO: The Marketing and Admissions Manager

JOB PURPOSE

To provide general administrative support and to assist in the successful implementation of Marketing and Admissions related activities, including the delivery of marketing campaigns, events, internal and external communications and PR.

KEY TASKS

- To provide administrative support to the Marketing and Admissions Manager and the School Liaison Team
- To help to plan and facilitate recruitment and admissions events both on the campus and off-site where appropriate
- To prepare and distribute press releases and publicity stories
- To place marketing advertising in the local media, press, and other publications
- To contribute to the ongoing development and updating of the College website
- To produce regular newsletters for staff and students
- To assist in the co-ordination of design and print projects
- Duties will involve occasional evening and week-end activities (e.g. open evenings, interview evenings)

OTHER

- To carry out all other duties that are in accordance with the purpose and grade of the post, as agreed with the Vice Principal - Resources