



Gloucestershire College is advertising this role on behalf of Gloucestershire Professional Services (GPS).

About the Role – Employment Details

Post Number	A210
Job Title	Senior SEND Marketing Executive
Salary	£34,004.70 - £36,501.41
Contract Type	Permanent – 37 hours per week
Campus	Hybrid – office in Gloucester with requirement to travel between campuses
Department	Marketing
Reporting To	Head of Marketing
Holiday	27 days' annual leave, increasing to 32 days after 5 years', plus an additional 3 days during Christmas closure
Pension	People's Pension – 4%-5% matched contribution

About the Role – Meet the Team

Gloucestershire Professional Services (GPS) is recruiting an experienced Senior SEND Marketing Executive to join the Marketing team based at Gloucestershire College.

The purpose of this role is to lead on SEND content and communications, delivering SEND reputational campaigns, content, build social media audience, deliver bespoke SEND events and communications across the SEND proposition, as well as managing the wider GC profile and reputation as needed.

About the Role – Duties and Responsibilities

- Work with the Head of Marketing to plan and deliver integrated marketing campaigns and communications, including but not limited to, advertising, content, events, social media and print collateral specifically based on our SEND provision.
- Plan, deliver and evaluate our SEND content marketing strategy, to support campaigns and improve reputation, reach, engagement and conversions. Experience of creating and distributing SEND provision focused content is needed for this role.
- Lead the planning, execution and evaluation of SEND specific events and their supporting campaigns.
- Lead corporate communications and related campaigns, working with the Head of Marketing to manage corporate reputation and PR relating to SEND provision.
- Manage social media platforms, creating tailored content, driving engagement, keeping on top of trends and continuously optimising. Experience of building social media audience is vital in this role as new accounts and new audiences need to be built from scratch.
- Work with the Head of Marketing and Head of SEND to plan, execute and evaluate events and supporting campaigns.
- Ensure budget maximisation, delivering and tracking campaigns, content and events to agreed budgets.





- Manage customer databases, email distribution and evaluation.
- Content management system – experience of creating SEND content in the correct tone of voice, targeted specifically to SEND audiences and developing this on CMS is a key skill this role requires.
- Develop collaborative partnerships with internal and external stakeholders, as well as key suppliers and the media. This role sits in the marketing department but building effective relationships with the Head of SEND and their team is central to the success of this role.

Other duties:

- Lead key projects and campaigns as required.
- Mentor interns and work experience placement students as required.
- Follow financial and admin processes, such as raising PO numbers, budget tracking, planning and reporting.
- Undertake development training as required.
- Assist with proofreading, design and editing across all marketing campaigns.
- Work with external suppliers and agencies, leading where appropriate.
- Ensure work is carried out in line with GDPR law and any changes to it.
- Support a culture of high-quality customer service for both internal and external customers.

About You

Our Shortlisting Criteria

Essential	– Developing SEND specific content strategy, planning, production and evaluation (including tone of voice and CMS work) – Understanding of our SEND provision and its position in the county – Copywriting and SEO – Social media management and new audience growth – PR and communications
Desirable	– Campaign planning, delivery and reporting – Event planning and end to end delivery – Digital marketing analytics (GA4, social media) – Content Management Systems



The Perfect Person for us will demonstrate

Abilities	– Ability to communicate effectively – Attention to detail – Creative – Proactive – Team player and relationship builder – Proficient IT skills in marketing software and apps – Analytical
Job Circumstances	– Able to travel between college sites (if required) – Undertake any training required for the role – Hold an Enhanced DBS check or be willing to undertake a check. – This job description outlines the main duties at the time it was written. Tasks may change, but the role's overall nature and responsibility remain the same. These changes are normal and don't justify a change in the post's grading.

About the College – Our Expectations

- Take an active part in the Professional Development Conversations (PDC)
- Engage with all relevant Health & Safety regulations and assist the College in the implementation of its own Health & Safety Policy
- Actively promote the College's Equality and Diversity Policy
- Actively promote the College's Safeguarding Policy and Practices
- Support the College's sustainability policies and recognise the shared responsibility of carrying out duties in a resource efficient way
- Participate in enrolment
- Participate constructively in college activities and to adopt a flexible approach to your work.
- Undertake a first-aid qualification and participate in the first aid rota, as required.
- Undertake any other relevant duties as specified by your line manager commensurate with the level of this post

Safeguarding

At Gloucestershire College, we are committed to promoting the welfare and safeguarding of our young people and vulnerable adults. The College expects all students, staff and visitors to share this commitment. Safer recruitment practices are an essential part of this commitment.

If shortlisted, you will be required to complete a self declaration of any criminal record or other information that may make you unsuitable to work with children. This includes explaining any gaps in employment. Applicants will be required to disclose any cautions, convictions, reprimands or final warnings in line with the Rehabilitation of Offenders Act. The College is committed to the fair recruitment of ex-offenders in line with its policy and legal responsibilities.



Candidates will be asked to provide evidence of their right to work in the UK. Satisfactory references and online searches will also be completed as part of the safer recruitment process. The online search reviews publicly available information, including social media, to identify any concerns that may require further discussion. References may be requested either before interview, with consent, or following an offer of employment.

All successful applicants will be required to complete an enhanced DBS check appropriate to the role.