



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

About the Role – Employment Details

Post Number	A205
Job Title	Digi TEC Marketing Manager
Salary	£37,266.65
Contract Type	3-Year Fixed-Term Contract, 37 hours per week
Campus	Hybrid, based in Gloucester with a requirement to travel between campuses
Department	Marketing
Reporting To	Head of Marketing
Holiday	32 days, increasing to 37 days after 5 years of service
Pension	People's Pension scheme with a 6% employer-matched contribution.

About the Role – Meet the Team

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

The purpose of this role is to lead on the Digital and Technologies Technical Excellence College status (Digi TEC) marketing strategy, delivering campaigns, content, events, partner relationships and communications across the further education (FE), higher education (HE), adult markets, as well as hub and spoke network.

About the Role – Duties and Responsibilities

Strategic planning and positioning

- Develop and maintain a TEC marketing strategy that supports the 5 TEC objectives: boosting in-demand skills, high-quality teaching, stronger employer partnerships, collaboration and clear progression pathways.
- Craft and protect the TEC sub-brand within the college brand, clearly positioning it as a hub of excellence for Digital & Technologies in the region/UK.
- Own audience segmentation and value propositions for key groups: 16–18, adults and upskillers, employers, schools, HE partners and other providers in the hub-and-spoke network.

Learner recruitment and campaigns

- Plan and deliver integrated campaigns to drive applications and enrolments to TEC-linked programmes
- Lead digital marketing activity for TEC provision (website, landing pages, SEO, paid social/search, email nurture, events promotion, content marketing).





- Build case studies and storytelling around TEC learners' progression into higher-level learning and "growth-driving" digital jobs, evidencing the programme's outcomes.

Employer and partner marketing

- Support the TEC's role as a regional hub by marketing to employers: promoting co-designed curriculum, placements, advisory boards and workforce upskilling offers.
- Create partner-facing collateral and campaigns to recruit, engage and retain employer partners, LSIP stakeholders, and FE delivery partners in the hub-and-spoke network.
- Coordinate joint PR, events and thought-leadership content showcasing collaborative projects with key digital and cyber employers.

Brand, PR and stakeholder communications

- Develop a TEC communications plan aligned with DfE expectations, highlighting the college's role as a national exemplar in Digital & Technologies.
- Manage PR and media relations for TEC announcements, milestones and success stories, ensuring consistent messaging with national TEC narratives.
- Produce targeted updates and briefings for governors, senior leaders and external stakeholders on TEC impact, KPIs and growth.

Content and curriculum promotion

- Work with curriculum leads to package and promote new and refreshed digital programmes, micro-credentials and modular upskilling offers that arise from TEC investment.
- Create content that showcases cutting-edge facilities, equipment and teaching practice, underlining the "advanced facilities and resources" that define TECs.
- Champion employer-led and innovation stories (AI, cyber, cloud, software, data) to differentiate TEC provision from standard FE offers.

Data, insight and compliance

- Set up TEC-specific tracking, dashboards and reporting on recruitment, engagement and partner activity, feeding into TEC delivery plans and DfE reporting requirements.
- Use labour market intelligence, LSIPs and TEC outcome data to refine propositions and target growth occupations in Digital & Technologies.
- Ensure all marketing and comms align with DfE branding, funding and evidence requirements for TECs, including accurate use of endorsements and impact statements.

Other duties:

- Work with the Head of Marketing to maximise opportunities and identify new business opportunities.
- 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	– Marketing campaign strategy, planning, delivery and reporting – Content production and distribution – Social media management – Event planning and coordination – Partnership and stakeholder relationship management – Budget management
Desirable	– Experience using digital marketing analytics tools, including GA4 and social media analytics – Strong attention to detail – Creative approach to marketing and communications – Proactive – Team player – Proficient in the use of marketing software, applications and digital tools – Strong analytical skills

The Perfect Person for us will demonstrate

Abilities	– Able to make decisions under pressure in emergency situations – Excellent communication skills - ability to communicate with a diverse range of people – Excellent telephone manner – Capable of working with minimum supervision – Able to work to high standards and stay calm under pressure – Willing and able to deal with difficult customers – Able to organise time effectively with a varied workload. – Ability to work accurately (attention to detail)
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.