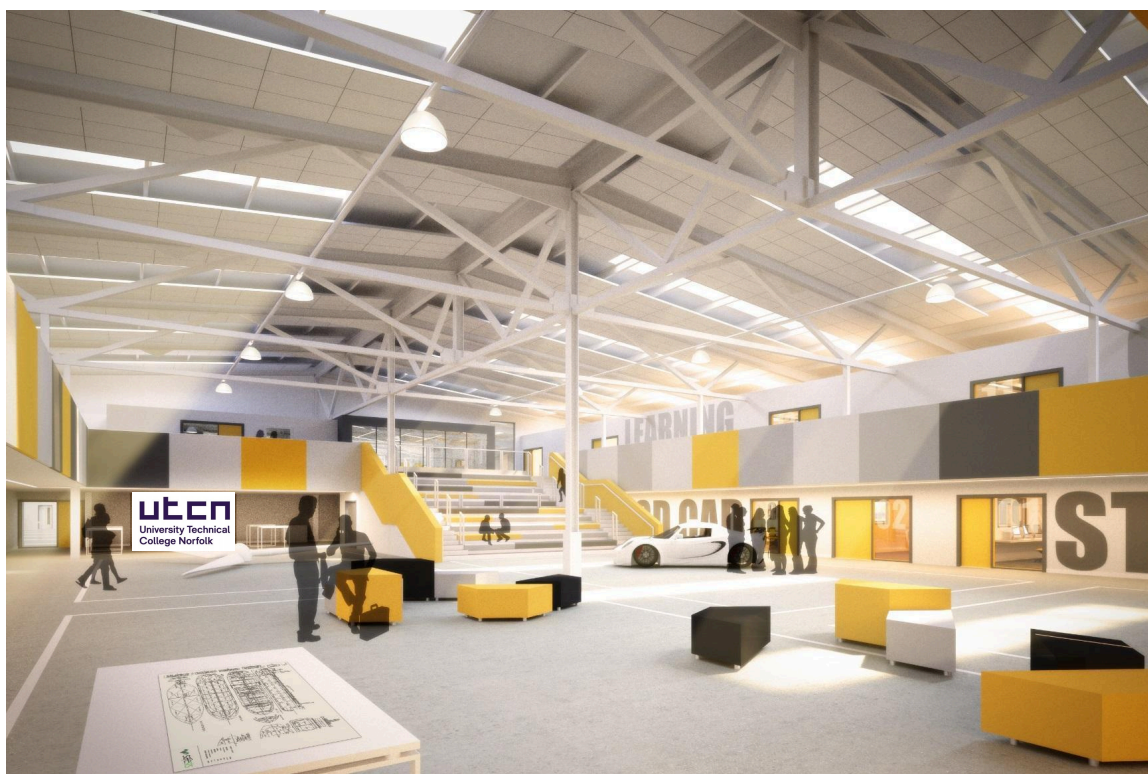


# Admissions and Outreach Coordinator

## APPLICATION PACK

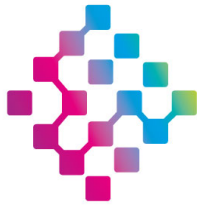
Required ASAP



**University  
Technical  
College  
Norfolk**



**cst** Community  
Schools  
Trust



## University Technical College Norfolk

Are you a master of first impressions? We are looking for an **Admissions and Marketing Coordinator** to be the driving force behind our student recruitment journey. This role is unique—you'll create the buzz that attracts prospective students and then provide the expert guidance that helps them enroll.

**The Role:** You will coordinate the full recruitment cycle for admissions. From designing eye-catching social media content and visiting feeder schools to conducting admissions interviews and managing the application pipeline, you will be the face and voice of UTCN.

### **Key Priorities:**

- **Coordinate Outreach:** Lead school tours, open evenings, and workshops across Norfolk and Suffolk.
- **Content & Campaigns:** Manage our website and social media, creating in-house designs and newsletters that tell the UTCN story.
- **Admissions Management:** Guide applicants through the process, ensuring a smooth transition from inquiry to enrollment.
- **Strategy & Data:** Execute the annual marketing plan and use data to track the success of your campaigns.

**Who You Are:** You are a proactive communicator who is as comfortable standing in front of an audience of prospective parents. If you are organised, creative, and ready to make a tangible impact on young people's careers, we want to hear from you.

## Job description

Job Title	Admissions and Marketing Coordinator
Reports to	Deputy Headteacher
Hours of work	37 hrs per week, Term Time + 3 weeks per year, 8-4 Monday-Thursday, 8-3:30 Friday
Grade	UTCN Support Staff Scale 6 (Points 26-28), £27,800.54 - £29,374.75. The advertised salary is currently under review and will be increased in line with the upcoming national pay rise.

### Role Purpose

To lead the planning, execution, and evaluation of UTCN's outreach and marketing activities. This includes promoting the school to prospective students, parents, and external stakeholders through events, digital channels, and targeted campaigns, with the aim of supporting student recruitment and enhancing the school's reputation.

### Key Responsibilities

#### 1. Outreach and Student Recruitment

- Organise and deliver presentations and workshops at feeder schools and careers events across Norfolk and Suffolk to promote UTCN.
- Lead and deliver student recruitment and enrolment activities, providing advice and information to prospective applicants.
- Conduct interviews with applicants, where necessary, to support the admissions process.
- Maintain an up-to-date knowledge of UTCN's curriculum, enrichment offer, and unique selling points to effectively engage with different audiences.
- Lead and deliver school tours for prospective students and families.
- Lead whole-school marketing events such as open evenings, taster days, induction days, and transition support programmes, offering strategic insight to ensure alignment with recruitment goals.
- Train and supervise student ambassadors, ensuring they represent UTCN professionally at events.
- Engage with the alumni database to identify success stories, organise careers talks, and explore promotional opportunities.

#### 2. Marketing Strategy and Campaign Management

- Maintain and execute an annual outreach and marketing calendar, ensuring all campaigns and events are well-planned and strategically aligned.
- Write and update UTCN's Marketing Strategy annually, ensuring it aligns with recruitment targets and school goals.
- Evaluate the effectiveness of recruitment campaigns, gathering data and providing actionable insights for continuous improvement.
- Conduct market research, including competitor analysis and trends in the local education landscape.
- Develop and manage targeted mailing lists and lead-nurturing campaigns to support conversion of applicants.
- Create content, including newsletters and other communications, to keep applicants engaged and warm.

### **3. Digital Marketing and Content Creation**

- Lead and manage the UTCN website, ensuring all content is accurate and up to date.
- Lead and manage all social media platforms, creating and designing engaging, on-brand content.
- Monitor and analyse engagement metrics from digital channels and adjust strategies accordingly.
- Write articles to promote UTCN in the media and coordinate with press, reporters, and photographers for events such as KS4 and KS5 results days.
- Check LinkedIn regularly to find and promote stories about former and current students on the UTCN LinkedIn page.
- Collaborate with staff to identify and share stories for use in newsletters, social media, and other promotional materials.
- Facilitate and produce a termly newsletter for use in marketing campaigns.
- Produce all digital design work in-house; liaise with external printers when needed, ensuring consistency with UTCN branding.

### **4. Publications and Promotional Materials**

- Lead the production of the UTCN student handbook and coordinate the annual design and publication of the KS4 and KS5 prospectuses.
- Ensure all promotional materials reflect UTCN's brand identity and core values.
- Maintain consistency across all marketing materials, both print and digital.

### **5. Data, Reporting and Compliance**

- Collect and analyse data to evaluate the success of outreach activities and inform future planning.
- Facilitate the transfer of relevant outreach and applicant data into internal systems such as SIMS.
- Ensure all marketing and outreach activities comply with data protection, GDPR, and safeguarding policies.

### **Other Duties**

- Support whole-school events and undertake other relevant duties as required by the leadership team.

### **General responsibilities**

- To cover Reception when the Receptionist is absent including providing lunch and break time cover when required.
- To provide support for absent administrative staff when required
- To attend Staff Briefing
- To carry out responsibilities, commensurate with your position, as defined within the following policies and procedures: Staff Code of Conduct, Equal Opportunities, Equal Opportunities, Health, Safety & Welfare, Child Protection, Data Protection
- To undertake any other similar duties of this level as required by your line manager or headteacher
- To be first aid trained and support first aid and additional duties across the week.

Please note, you must acquire business insurance at the post holder's own expense for this role.

## Person Specification

Category	Criteria	Essential	Desirable
Qualifications	Degree level education or equivalent professional experience	X	
	Professional Marketing qualification (e.g., CIM or IDM)		X
	Current First Aid Certificate (or willingness to train)	X	
Experience	Proven experience in marketing, communications, or recruitment	X	
	Experience in the education sector or working with young people		X
	Track record of planning and delivering large-scale events	X	
	Managing professional social media and website CMS	X	
	Using data/MIS systems (e.g., SIMS) for recruitment tracking		X
	Strategic planning and executing annual marketing cycles	X	
Skills	Exceptional public speaking and presentation skills	X	
	Graphic design skills (Canva, Adobe Suite) for in-house production	X	
	High-level copywriting for press, web, and print (Prospectuses)	X	
	Ability to analyze data/metrics to drive recruitment strategy	X	
	Strong administrative and IT skills (Microsoft Office 365)	X	
Attributes	Ability to lead, train, and supervise student ambassadors	X	
	Highly organized with excellent attention to detail (GDPR/Branding)	X	
	Adaptability to support operational tasks (Reception/First Aid)	X	
	Proactive, "can-do" attitude with a focus on results	X	
Requirements	Full driving license and access to a vehicle	X	
	Valid Business Insurance held at own expense	X	
	Flexibility to work evenings and weekends as required	X	
	Commitment to Safeguarding and Child Protection policies	X	