

FE MARKETING MANAGER

JOB SPECIFICATION

Salary	£39,335 to £42,376 per annum (PO4)
Working Hours:	37 hours per week, all year-round contract
Area:	Marketing & Student Recruitment
Reporting to:	Group Director of Marketing & Student Recruitment
Location:	Bridgwater Campus
Closing date:	12 Midnight on 21 January 2026

We have an exciting opportunity for a dedicated, creative Marketing Manager to join our high performing Marketing Team. The postholder will manage the marketing strategy, plans and programmes for Further Education (FE) for our four colleges by directing the marketing, promotion, communication and student recruitment strategies.

Working with the Group Director of Marketing & Student Recruitment, the FE Marketing Manager will help to develop the FE Marketing Strategy and implement and deliver the operational plan, aiming to increase the brand awareness of UCS College Group and increase the number of FE applications and enrolments.

You will have experience of working at a similar level and demonstrable skills in motivating and inspiring a team, with a clear focus to produce high quality and creative work that achieves ambitious growth targets. You must be able to work on your own initiative and manage a multi-task workload of projects. You will also need to have strong skills in building effective relationships with a range of stakeholders across our colleges.

You will need to be willing and able to travel, and have the flexibility to lead the marketing team to deliver internal and external events both inside and outside of office hours.

JOB RESPONSIBILITIES

Working with School Liaison Team, Design & Content Manager, Digital Marketing & Data Lead and Events Lead to plan a range of activities, events and opportunities for potential students and other stakeholders to enable them to make informed choices about studying at UCS College Group.

To plan and manage the budget for promotional activities and FE marketing operations

To work with the Design & Content Marketing Manager in the production of the College's individual prospectuses and UCS College Group Course Guide and publicity material.

To develop and distribute a range of other advertising and promotional activity in conjunction with the Design & Content Manager to raise awareness of the College and its programmes amongst pupils, teachers, parents and careers staff
To brief/and work closely with the Design & Content Manager and the Digital Marketing & Data Lead to develop content for FE marketing campaigns/programmes. These may be assets for social media, podcasts, video, landing pages etc. To drive recruitment and enhance brand reputation
To work closely with the Events team on a range of FE marketing events aimed at the recruitment to FE programmes, including open days, taster days, workshops, progression events, careers teacher and officer briefings and pupil/staff visit to College
To support the marketing team with open events, taster days, pathway events and other events as and when required.
To Support the organisation of Area based events which offer publicity opportunities e.g. awards evenings, science lectures, external events etc
OTHER RESPONSIBILITIES
To be part of the College's Duty Manager rota including one evening duty per term
To line manage the School Liaison Lead and Marketing Officer.
To support and promote equality & diversity at UCS College Group quality of opportunity for all students, visitors and staff and the elimination of discriminatory practices
To maintain and promote a healthy and safe environment at UCS College Group to ensure students, visitors and staff are safe from harm
To support and promote the safeguarding agenda at UCS College Group to ensure students, visitors and staff are safeguarded
To undertake other duties commensurate with this level of post.

Qualifications/Skills/Knowledge/Qualities

The success of UCS College Group rests on a very strongly felt and shared set of values which determine its strategic direction. It is absolutely crucial that the successful candidate shares our values of student-centredness, equality of opportunity and parity of esteem for staff and students. S/he must enjoy working within the team philosophy of UCS College Group and working collaboratively.

At UCS College Group we are:

- Passionate and excited about learning
- Inclusive and supportive
- Responsive to student, employer and community needs
- Always aspiring to the highest standards
- Professional and enterprising
- Innovative and creative
- Friendly and welcoming

The following criteria are used to shortlist applicants and assess candidates. Please show evidence of how you meet these criteria in your application.

Essential Criteria	Assessment
Hold a degree in Marketing or CIM qualification	Qualification certificates
Excellent written English	Application form / personal statement
Willing and able to work flexibly to meet customer demand	Personal statement / interview
Confident engaging with stakeholders at all levels	Interview assessment / interview
Good Digital Marketing – in knowledge including CMS, social media and marketing email software such as Mailchimp	Personal statement / interview
At least 3 years' experience of working in a busy marketing environment	Personal statement / interview
Experience of managing projects with good planning and organisational skills	Personal statement / interview
Excellent communication and interpersonal skills	Personal statement / interview
Have an understanding of the FE and/or HE sectors	Personal statement / interview
Experience of managing budgets	Personal statement / interview
Ability to effectively juggle conflicting deadlines and prioritise workload	Personal statement / interview
Able to evidence excellent team working skills	Personal statement / interview
Sound knowledge and experience of Microsoft Office packages and able to demonstrate competent IT skills	Personal statement / interview
Willing and able to travel to external venues	Personal statement / interview
Able to demonstrate pro-active problem-solving skills	Personal statement / interview
Experience of line management	Personal statement / interview
Willing and able to regularly work during evenings and weekends	Personal statement / interview
Desirable Criteria	
A Level English or equivalent	Qualification certificates
Have experience in the use of digital marketing platforms such as Mailchimp	Personal statement / interview
Experience in the use of Ai in education	Personal statement/interview

Good public speaker	Personal statement/interview
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Application Forms

Fully completed application forms should be submitted online by **12 midnight, 21 January 2026**. Please note that we are unable to accept CVs.

Unfortunately, due to the volume of applicants UCS College Group receives, we are unable to contact candidates who are not shortlisted for interview. Therefore, if you have not been contacted within four weeks of the post's closing date, you may assume that your application has not been successful on this occasion.

Interviews

Interviews have been scheduled for **29 January 2026**. Shortlisted candidates will be contacted shortly after the closing date.

The interview process will require candidates to be available to attend a whole day assessment process.

The interview process will include;

- Presentation
- Individual interview(s)

Candidates who successfully complete the morning activities will be invited to a formal interview in the afternoon. Candidates will be informed of the outcome at the end of the formal interview process.

CONDITIONS OF EMPLOYMENT

Working Hours

The working hours for the role are 37 hours per week and normal working hours are 8.30am to 5.00pm Monday to Thursday, 08.30am to 4.30pm on Friday. The postholder will, however, be expected to work flexibly to meet the needs of clients and the business.

Annual Leave/Working weeks

The holiday year runs from 1 September - 31 August each year. The annual leave entitlement for this role is 28 working days, plus 8 bank holidays. Annual leave is bookable and flexible, subject to business needs and should be planned and agreed with manager. Annual leave of 3 days will be required to be booked for the Christmas closure.

Pre-employment Checks

Any offer of employment will be subject to employment references, medical clearance and a satisfactory Disclosure and Barring Service (DBS) clearance (see below for further details of the disclosure procedure).

Salary

UCS College Group's usual policy is to appoint new staff at the starting point of the scale, however we will consider matching an existing salary (within the scale for the job) subject to proof of current earnings.

Christmas Closure

It has been custom and practice for UCS College Group to close for a two-week period at Christmas each year, with the exception of some functions due to business requirements. This practice will continue, subject to any future changes in the organisation.

Benefits

As a diverse, competitive and quality employer, we regularly review our staffing policies and our reward and benefits package. With more than 1600 staff deployed over 3 campuses and in many role types, we have a variety of contracts, terms and conditions and staff benefits. The benefits include:

Financial

- Competitive salaries, A defined benefits pension scheme (either the Teachers' Pensions or the Local Government Pension Scheme) (dependent on role)
- Perkbox – our own retail and leisure discount scheme
- NUS Totum Discount Card

Family and Personal

- Generous holiday entitlement, plus bank holidays and 2-week Christmas closure.
- Two Wellbeing Days a year
- Additional annual leave purchase scheme (dependent on role)
- Career break opportunities
- Childcare Centre located at our Bridgwater Campus, offering a 5% staff discount on childcare fees.

Recognition

- Bi-annual support and teaching staff achievement recognition (STAR) awards
- Long service celebrations and awards

Health and Wellbeing

- Employee Assistance Programme including counselling
- College gym membership for as little as £15 per month (salary deduction option available), or discounted Nuffield Health gym membership.
- Cycle to work scheme
- Occupational health service
- Eye care, including free eye test and a contribution towards glasses and/or contact lenses
- Microsoft Office Package

Leisure and Pleasure

Staff are welcome to visit and can enjoy discounts at:

- Cannington Golf Centre
- The Walled Gardens of Cannington (and Tea Rooms)
- Cannington Equestrian Centre

Equality & Diversity

UCS College Group is committed to the promotion of equal opportunities and is dedicated to pursuing non-discriminatory policies and practices and to eliminate unfair discrimination on any basis. This means that we are striving to ensure that no job applicant will receive less favourable treatment than another on grounds of gender, marital status, age, racial origin, disability, sexual orientation or political or religious beliefs.

Criminal Record Check via the Disclosure Procedure

The Rehabilitation of Offenders Act 1974 gives individuals the right not to disclose details of certain old offences when asked about their criminal record as they may be defined as 'spent'. There are exemptions to this if the individual is offered a post which involves contact with children or regular work at an establishment exclusively or mainly for children.

The post you have applied for falls into this category and, therefore, requires a criminal background check.

If a job offer is made you will be asked to apply for a DBS Disclosure Certificate. The Disclosure Certificate will contain details of current and "spent" convictions, cautions, reprimands or warnings held on the Police National Computer. The amendments to the Exceptions Order 1975 (2013) provide that certain spent convictions and cautions are 'protected' and are not subject to disclosure to employers, and cannot be taken into account.

The DBS Disclosure will also indicate whether information is held on government department lists of those individuals who are barred from working with children or vulnerable adults (if applicable).

The information provided on the Disclosure certificate will be considered by UCS College Group to ensure that children and vulnerable adults remain adequately protected. UCS College Group wants to reassure candidates that a criminal record is not necessarily a bar on obtaining a position.

Further information about Disclosure can be found at www.homeoffice.gov.uk/dbs