

Post Title:	Marketing Officer	Post Number:	CS1172P
Daily Supervision:	Head of Marketing and Student Recruitment	Grade:	CSS Scale 7
Department:	Marketing and Communications	Last Updated:	October 2025

Our Purpose: Be Ready...

Realise Aspirations, Shape Futures, Serve our communities

Our Code:

We CARE deeply about achieving outcomes in the right way and expect staff and students to behave with....

Community

Accountability

Respect

Excellence

Job Purpose

Reporting to the Head of Marketing and Student Recruitment and with a dotted-line to the Director of Business Development, you will be responsible for developing and delivering the College's Commercial Marketing plan. This will encompass external communications, PPC, radio and music streaming ads and out of home advertising to achieve the sales and income targets at; Lincoln College Commercial Catering, The Drill, The Old Bakery, Deans Sport and Leisure, the Nag's Head mobile bar and any new commercial ventures.



Principal Duties and Responsibilities:

1. Using the marketing team's overarching strategy as a base, to research and write the annual Commercial Marketing and Communications Delivery Plan in line with strategic intent set by the Director of Marketing and Communications and the Director of Business Development.
2. To prepare monthly analytical marketing reports for the Director of Marketing and Communications and Director of Business Development.
3. The manage and update the commercial section of the college website and all commercial venture websites including The Drill, The Old Bakery, and Deans Sport and Leisure to maximise sales. You will also be responsible for content on any new commercial venture websites.
4. To produce engaging, relevant and on-trend social content across channels including Instagram, snapchat, TikTok, Facebook and Twitter for our commercial businesses.
5. To set up and administer paid-for social ad campaigns across channels including Facebook, Instagram and TikTok
6. To manage email and text marketing via the CRMs of our commercial ventures.
7. To write all marketing materials for our commercial ventures.
8. To engage with external stakeholders in order to represent the College at collaborative events.
9. To accept responsibility for the implementation of the College's Equal Opportunities policy throughout all personal contacts in the College and within this area of responsibility.
10. To maintain professional standards and expertise by undertaking relevant professional development, including ensuring that knowledge regarding changes to relevant legislation is kept up to date.
11. To maintain quality standards appropriate to the post.
12. To conform with the Health and Safety requirements relevant to the post.
13. To be responsible for the safeguarding and promoting the welfare of children wherever applicable within the role.

N.B. This is not a complete statement of all duties and responsibilities of this post. The postholder may be required to carry out other lawful and reasonable duties as directed by a supervising manager.



Person Specification

Knowledge	PSM
1. Marketing degree, or a related creative content qualification including design or videography	A/I
2. Design and videography knowledge in a marketing context	A/I/T

Skills/Abilities – Interpersonal	PSM
3. The ability to work as part of a team	A/I
4. Confidence in decision making and the ability to work independently with limited supervision	A/I
5. The ability to produce on-trend and engaging social content across key recruitment channels	A/I/T
6. The ability to write fluent and accurate copy for a number of audiences	A/I/T

Experience	PSM
7. Experience of setting up and administering paid-for social media advertising campaigns	A/I
8. Experience of working in a marketing and/or media environment preferably within a commercial setting	A/I
9. Experience of producing and implementing complex multi-channel marketing plans for a variety of audiences.	A/I/T
10. Experience of updating websites and managing CRMs	A/I

Work Related Circumstances	PSM
11. The ability and willingness to undertake relevant staff development	A/I
12. Willingness to assist at promotional events – including out of core work hours	A/I

Skills/Abilities - Other	PSM
13. Ability to prioritise work load and to meet strict deadlines	A/I
14. Ability to work to understand and implement strict regulatory requirements	A/I
15. Responsibility for safeguarding and promoting the welfare of children wherever applicable.	A/I
16. The ability to promote equality, diversity and inclusion throughout all aspects of the role.	A/I

Prepared By:	Claire Lloyd – Head of Marketing and Student Recruitment
Date:	October 2025

Proposed Selection Method Key (PSM)		
A = Application	I = Interview	T = Test



VISION 2030

LINCOLN COLLEGE GROUP STRATEGY 2025-30

OUR PURPOSE *BE READY...*

**REALISE ASPIRATIONS;
SHAPE FUTURES;
SERVE OUR COMMUNITIES.**

OUR CODE

Our Group Code sets the tone of how we behave and achieve our Purpose because **You Matter**.

We **CARE** deeply about achieving outcomes in the right way and expect staff and students to behave with...

COMMUNITY

We will prioritise empathy, compassion and wellbeing. Our goal is to develop a positive community where the mental and physical health of staff, learners, governors and key stakeholders is emphasised.

ACCOUNTABILITY

We will all act with integrity and transparency, take full ownership of our actions and deliver on our commitments, impacts and outcomes.

RESPECT

We will all create an inclusive environment where everyone is valued, trusted and treated with consideration, kindness and fairness.

EXCELLENCE

We will all drive innovation and pursue extraordinary quality through an "ambitious spirit", consistently striving for the highest standards in all we do.

OUR PRIORITIES

Over the next five years we will achieve "Our Purpose" by delivering on our strategic priorities set out in full detail in 7 strategic plans.

In summary we will:

