

LINCOLN COLLEGE JOB DESCRIPTION

Post Title:	Apprentice Marketing Assistant	Post Number:	CS1385F
Daily Supervision:	We Are Newark Project Manager	Grade:	NMW
Department:	Strategic Transformation	Last Updated:	August 2025

Our Purpose:

To be an extraordinary employer-led organisation; producing a highly skilled and productive local workforce.

Our Mindset:



Job Purpose:

To provide marketing work in relation to the We Are Newark Project. This focuses on the events and projects to develop Newark Town by adding social and economic value to its local communities through the For Your Neighbourhood funding. The role is audience focused which requires creativity and communication as well as responsibility for planning and executing tactical and targeted marketing activity.

PRINCIPAL DUTIES AND RESPONSIBILITIES:

1. Managing and maintaining key marketing channels, including digital, offline and social media
2. Planning and delivering tactical integrated marketing campaigns
3. Managing the production and distribution of marketing materials
4. Liaising and networking with a range of stakeholders including customers, colleagues, suppliers (incl. agencies) and partner organisations
5. Collecting and analysing research information to understand target audience behaviour and views across the market in general and the marketing mix
6. Assisting in the achievement of brand positioning to agreed guidelines
7. Organising and attending events such as conferences, seminars, receptions and exhibitions.
8. 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.
9. 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.
10. To maintain quality standards appropriate to the post.
11. To undertake first aid training and have a role on the first aid rota.
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	Qualifications equivalent to Level 2 NVQ in a related discipline, ideally working towards Level 3 NVQ	A/I

	Skills/Abilities – Interpersonal	PSM
2	Good customer care skills, with a helpful attitude	A/I
3	The ability to work as part of a team	A/I
4	Good oral communication skills	A/I
5	Ability to work across all Geographic locations in Newark	A/I

	Experience	PSM
6	Previous of experience of working in a similar role in an educational environment	A/I

	Work Related Circumstances	PSM
7	The ability and willingness to undertake relevant staff development	A/I
8	The willingness to work flexibly, which includes cross college and to cover various tasks within the team	A/I

	Skills/Abilities - Other	PSM
9	Ability to use a variety of marketing and social media platforms	A/I
10	Ability to work on own initiative	A/I
11	Appropriate level of IT skills to undertake relevant duties, i.e. Word and Excel or the willingness and ability to undertake relevant training	A/I
12	Responsibility for safeguarding and promoting the welfare of children wherever applicable	A/I

Prepared By:	Penny Taylor - Head of Newark Campuses
Date:	August 2025

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

