

LINCOLN COLLEGE GROUP

JOB DESCRIPTION

JOB TITLE & NUMBER

CS1508P: Marketing Officer – Defence Excellence Technical College (DTEC)

SALARY

£31,957 - £33,183 per annum

GRADE

CSS Scale 7

HOURS

37.5

REPORTING TO

Head of Marketing & Student Recruitment

DEPARTMENT

Marketing

LOCATION

Lincoln

BE READY...

Job Purpose: Reporting to the Head of Marketing and Student Recruitment, you will be responsible for developing and delivering the College's Defence Technical Excellence College Marketing and Communications plan. This will encompass PR, internal communications, external communications, PPC advertising, radio and music streaming advertising and outdoor advertising to achieve the College's annual FE student recruitment targets.

You will help continuously improve our plan and deliver a range of in-person and virtual recruitment events. You will be responsible for the planning and production of the Defence Technical Excellence College marketing materials and the Defence Technical Excellence College website, ensuring that all marketing material and public information is compliant.

PRINCIPAL DUTIES AND RESPONSIBILITIES:

1. Using the Unit's overarching marketing strategy as a base, to research and write the Defence Technical Excellence College Marketing and Communications Delivery Plan in line with strategic intent set by the Head of Marketing and Student Recruitment.
2. To prepare monthly recruitment reports for the Head of Marketing and Student Recruitment to present to the Senior Leadership Team.
3. To design an annual cycle of in-person and virtual Defence Technical Excellence recruitment events with the assistance of the Events Team.
4. To guide the activity of the FE Schools Liaison Officer team to achieve recruitment targets set in the Delivery Plan.
5. To manage and update the Defence Technical Excellence section of the college website to maximise conversion and ensure all public information is always compliant with the ESFA and the College's Gatsby benchmarks.
6. To plan the annual course guide publication and ensure all public information is always compliant with the ESFA and the College's Gatsby benchmarks.
7. To produce engaging, relevant and current social content across Instagram, snapchat, TikTok, Facebook and Twitter.
8. To produce blog posts and press releases to showcase student and alumni achievement.
9. To assist the Head of Marketing and Student Recruitment in liaising with digital, broadcast, print and out of home advertising agencies and space owners to schedule ad campaigns and produce creative content.
10. 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.
11. 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.
12. To maintain quality standards appropriate to the post.
13. To conform with the Health and Safety requirements relevant to the post.
14. 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	ESSENTIAL - Marketing degree, or a related creative content degree including design or videography	A/I
2	ESSENTIAL- experience marketing in a large organisation or agency environment	A/I
3	Design and videography knowledge in a marketing context	A/I/T

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

	Experience	PSM
9	Experience across the wide range of marketing channels	A/I
10	Experience of working in a marketing and/or media environment preferably within an education environment	A/I
11	Experience of producing and implementing complex multi-channel marketing plans for a variety of audiences	A/I/T
12	Experience of running professional promotional events to a high quality standard	A/I

	Work Related Circumstances	PSM
13	Ability and willingness to undertake relevant professional development to maintain up-to-date knowledge of legislation and best practice.	A/I
14	Willingness to assist at promotional events – including out of core work hours	A/I
15	Ability and willingness to work flexibly.	A/I

	Skills/Abilities - Other	PSM
16	Demonstrates a clear commitment to safeguarding and promoting the welfare of children and young people.	A/I
17	Ability to actively promote equality, diversity and inclusion across all aspects of Marketing Officer.	A/I

Prepared By:	Claire Lloyd – Head of Marketing and Student Recruitment
Date:	October 2026

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:

