



**Overview of Halesowen College**

Halesowen College aims to provide:

* A broad, inclusive, responsive, and purposeful curriculum
* Exceptional teaching, learning and outcomes
* Learning environments that make a difference
* A truly diverse, empowered, supportive and accountable community
* Sound finances to allow investment and keep us ahead of the game
* A reputation as the go to college

Staff report that they are well supported by their line manager, feeling able to approach them, that they receive regular feedback and feel confident in what is expected of them. Staff work hard and work well together. We are proud of our diversity and so invite individuals to join the college who share this ethos and can contribute to having positive relationships and conversations.

Shortlisting of applicants is anonymous, and we welcome applications from all sections of the community. We have robust onboarding processes to ensure the safety and wellbeing of our students.

There are sustainability and environmental improvements year on year at Halesowen College, supported by an environmental group involving staff and students, to make the necessary step changes so that we can be responsible. This also shows learners how they can take the theory and make it into a reality.

Halesowen College is a thriving tertiary college operating from three main sites, Whittingham Road, Shenstone House and the Coombs Wood Centre. Facilities, buildings and resources are modern, inviting and the campuses are an exciting place to learn and work.

The College is structured in three Curriculum Faculties, each with an Assistant Principal and two business support areas, Learner Support Services and Corporate Services.

Quality and Standards is overseen by a fourth Assistant Principal and the team work across the College to improve the quality of education, creating a culture of enthusiasm for continued professional development and assuring a high-quality learner experience. Their overall aim is to drive up standards in teaching and learning through the tracking, monitoring and support for staff, reporting on performance, improvement strategies and impact.

The College has maintained a good reputation for a sustained period. This was reaffirmed in September 2017 when Ofsted judged the College to be “Good” overall. Achievement rates have steadily improved and are now amongst the best nationally.

We are proud to be recognised as a Leader in Diversity which has been retained since November 2020, for Fairness, Respect, Equality, Diversity, Inclusion and Engagement.

The College primarily serves the communities of Halesowen, Stourbridge, Dudley and Sandwell. Many students are from urban areas including many wards that score highly on the index of deprivation. In addition to providing one of the most comprehensive curriculum offers in the region, the College works hard to remove any barriers that students might encounter. We are the only college in the region to offer a free coach service to all learners with over 2000 students accessing these coach services each week.

The College has:

* Excellent relationships with local schools and recruits students from more than 100 others.
* Some 4,300 funded full-time 16-18 learners
* Both GCE A levels and vocational provision of which 70% of students follow level 3 studies.
* Growing numbers of adults;14-16-year-old elected home-educated students and a small but rapidly increasing number of apprentices.
* Programmes range from Entry Level to Level 4. Adult provision is primarily concentrated on GCSE English, Maths and Access to Higher Education programmes supported by some specific vocational expertise on areas such as Counselling.
* There is a growing number of students who receive learning support assistance and most have access arrangements for their exams or assessment.
* University Centre Halesowen partly funded by the University of Worcester, as well as other extensive partnerships that compliments the College’s higher level vocational pathways for students who are unlikely to access traditional university education.
* Strong relationships with a range of stakeholders, including the West Midlands Combined Authority, Local Enterprise Partnership, schools, multi-academy trusts, employers and the local community.

**Why work for Halesowen College – staff benefits include:**

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| * Local Government Pension Scheme or Teachers’ Pension Scheme
* Opportunities to develop in your role with a comprehensive staff development programme
* Away Day in the Summer term
* Our Employee Assistance Programme helps you deal with life challenges including 24/7 GP service, counselling, carer advice, spine and neurological advice, financial wellness, legal helpline.
* Onsite parking, heavily subsidised.
* Business mileage, cars 45p per mile and 24p per mile for motorbikes and 20p per mile for bicycles.
* Birmingham Hospital Saturday Fund – health cash plan through payroll
* Salary sacrifice for Cycle2Work
 | * Staff Digital Scheme (loans for IT equipment)
* Sick pay scheme (after qualifying periods up to six months full pay and six months half pay should you need)
* Shutdown days December/January
* Remote access to college networks
* Discounts on treatments in our training salons
* Fitness and wellbeing facilities and instructors
* Eye care – VDU users can have their eye test paid for and receive staff discounts at local opticians
* Free Flu Vaccination onsite
* Onsite wellbeing checks
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| **Safeguarding**Halesowen College will carry out pre-employment safeguarding vetting checks to ensure that staff appointed are suitable to work with children and or vulnerable adults.* We are committed to safeguarding and promoting the welfare of children and vulnerable adults
* All staff employed have safeguarding responsibilities irrespective of their role
* The post that you will be applying for is exempt from the Rehabilitation of Offenders Act 1974 and the amendments to the Exceptions Order 1975, 2013 and 2020.
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| **Graphical user interface, application  Description automatically generated** | JOB DESCRIPTION |
| **Job Title**  | Digital Marketing assistant |
| **Responsible to:** | Deputy Director of Learner Services |
| **Line Manager:** | Deputy Director of Learner Services |
| **Contacts:** | College Staff, Students, also could include Parents, Guardians, General Public, College Stakeholders, Government Agencies |
| **Job Purpose:** | We are seeking a highly motivated and results-driven Digital Marketing Assistant to join our Marketing team at Halesowen College. The ideal candidate will have a passion for social media and all things digital with a willingness to undertake further professional development to support the needs of the team moving forwards. The successful candidate will work with the team in producing the colleges promotional material, marketing campaigns and social media content to ensure our online presence and activities are effective and cutting edge. This is a fantastic opportunity for anyone wishing to grow and develop their digital marketing skills whilst working with a fast paced, forward-thinking team.  |
| **Hours:** | Full Time, 37 hours per week. The actual distribution of working hours will need to be flexible to reflect the varying needs of the College. Time off in lieu is provided for these instances. |
| **Salary:** | £21,465 - £22,305 per annum (Scale Point 13 – 15, Grade D) |
| **Annual Leave:** | The leave year runs from 1 September to 31 August21 days and after 5 years 26 days8 days Bank Holiday and 5 days for College Closure |
| **Pension:** | West Midlands Pension Fund and our employer contribution is 18.9%Employee contributions depend on your annual salary see:<https://www.wmpfonline.com/members> |
| **Staff Benefits:** | <https://jobs.halesowen.ac.uk/index.cfm?action=content&content=1> |
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| **Duty and responsibilities:** |
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| * Develop and implement a comprehensive digital marketing strategy
* Provide support with the optimisation of all digital channels, including social media, website, email and PPC
* Analyse and report on digital marketing performance, using data to inform and improve future campaigns
* Collaborate with internal teams to ensure a cohesive and effective approach to marketing
* Stay up to date with the latest digital marketing trends and technologies
* Support the team with year-round marketing campaigns across social media and digital platforms
* Create engaging and visually exciting social media content utilising brand guidelines
* Support the production of the College’s digital prospectus
* Support Halesowen College events, such as open days, information events, taster days, advice and guidance sessions, enrolment and Welcome Week
* Maintain updates to the College’s website
* Support the College’s PR activities
* Ensure a high level of accuracy is maintained throughout all work, and support proofing and reviewing team productions
* Participate with the College’s annual appraisal process
* Undertake any other duties as may be reasonably required by the Marketing HUB Coordinator to meet the demand of service provision in the partnerships cluster
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Any other duties, which may from time to time, be required and which are commensurate with the skills experience and grade of the post holder.

**Under DBS legislation and guidelines this is a regulated activity.**

**Disclosure and Barring Service Check**

This post, due to its nature, duties and responsibilities, will be subject to a check by the DBS. The level of check which will apply shall be an “Enhanced” level check.  Information about this disclosure can be found at [www.gov.uk](http://www.gov.uk).

To prevent abuse and implement good practice Halesowen College ensures that recruitment practices are robust and rigorous and that all staff employed have up to date and acceptable references, a full and complete employment history, an Enhanced DBS check and a check of the DBS barred lists.

**Safeguarding**
Halesowen College is committed to safeguarding and promoting the welfare of young people and vulnerable adults and expects all staff and volunteers to share this commitment.
Successful applicants will be subject to an enhanced Disclosure and Barring check.

**Data Protection**

You are required to meet the specifications of the College’s Data Protection Policy as part of your conditions of employment. This will include information relating to past and prospective employees and students, suppliers and customers.

**Harassment and Discrimination**

You have a duty not to discriminate against or harass colleagues, contractors, students, parents, guardians or potential students or other College visitors, by reason of their age, sex, sexual orientation, gender re-assignment, marriage and civil partnership, pregnancy or maternity, race, disability or religion and belief.

**Safeguarding and Staff Code of Conduct**

You have a duty to abide by the Staff Code of Conduct and Safeguarding Policy.

**Health and Safety**

The College and its employees have legal obligations in respect of the health, safety and welfare of persons at work and the protection of others against risks to health and safety in connection with their activities. Specific health and safety responsibilities are detailed in the College Health and Safety Policy.

Other information for job holders/applicants:

**Equality and Diversity**

Halesowen College is proud of its work in embedding equality and diversity principles in its activities and welcomes applications from all suitably qualified people, irrespective of age, sex, gender reassignment, marital or civil partnership status, disability, race, ethnic or national origin, religion or beliefs, sexual orientation, unrelated criminal convictions or family responsibilities.

We welcome all sections of the community and value the contributions to the achievement of the College’s mission that are made by members of the College from a wide range of backgrounds and experiences. All staff must demonstrate an awareness of equality and diversity principles, as set out in College policies that includes **F**airness, **R**espect, **E**quality, **D**iversity, **I**nclusion and **E**ngagement. It is expected that all members of staff on appointment are committed to and include these principles in their work.

**Information Technology**

The College has approximately 2,600 computers across its sites including PCs, laptops, netbooks and Macs running a range of industry standard software. Equipment is available for long and short term loans, and guest access to our wireless network is provided for personal devices. We also run a PC booking system to ensure you can get access to a computer when you need it. A wide range of classroom technologies are in place such as the Moodle Virtual Learning Environment, cameras, voting devices and interactive whiteboards/data projectors.

All staff and students are given a personal computer account with access to email and storage which is available on and off site.

**Smoking**

Halesowen College is a designated smoke-free environment within the perimeter of all College property by order of the College Governors. This rule applies equally to staff and students, and to all categories of visitor. Acceptance of this rule is a condition of employment for staff, and a condition of being a student for students.

**Campus**

The College has three sites, Whittingham Road, Shenstone House and Coombs Wood. Staff can be asked to be based at and/or work across all campuses.

**Note: This job description is current at the time of issue. It should be recognised that, in keeping with organisational changes and developments, it may be necessary to review the duties listed from time to time and change them to meet organisational objectives.**

