

FURTHER INFORMATION

Head of Marketing

Term Time + 4 weeks – 36 hours x 43 weeks per year

The College

The College is situated just outside Esher, in attractive grounds in Thames Ditton, and is well served by public transport. Thames Ditton rail station is two minutes' walk away and Esher rail station about 12 minutes. Both provide a direct link to central London. The core business of the College is the full-time education of 16-18 year old students, all of whom study level 3 courses. Within this context, the College has an inclusive, open access approach, recruiting students from over 115 different schools in North Surrey and the London boroughs, with a College roll of approximately 2050 students. The result is a rich and diverse student population. Applicants from the three most local postcodes, from schools without sixth forms in a defined geographical area and from siblings of current and former students all have guaranteed status. Incidentally, of all application categories, siblings consistently give us the highest conversion of applicant to enrolment. Those who know us best are most likely to come. All other applicants have open status and places are allocated by ballot.

The College has a strong reputation in the area and is highly over-subscribed, with applications closing nine months before enrolment begins. The College's popularity is principally based on academic achievement and successful progression, as well as a more mature and informal learning environment which lays the foundations for future success. Despite relatively modest entry requirements, it has an established track record in delivering impressive examination results. As a result, the College was judged 'outstanding' by Ofsted for all areas when recently inspected in September 2022. It is most pleasing that the report reflects the College that we all know well and is a fair reward for all the hard work that our staff have invested into the College and its community over the many years. Esher Sixth Form College is committed to:

- Creating a culture of high expectations and outstanding achievement for 16–19-year-olds
- Delivering high quality teaching and learning, tailored to individual learning needs.
- Developing a broad range of skills and experiences to ensure students fulfil their potential and progress to further study or employment.
- Promoting inclusivity, tolerance, and respect for others within a supportive and caring College community which values diversity
- Making a positive contribution to the wider community

The estate has benefited from significant investment over the last ten years or so and the result is a campus fit for the 21st century, with modern, specialist buildings and facilities. A new Study Centre and a Performing Arts block were opened for the start of the 2022/23 academic year and four temporary classrooms to help manage the College response to the increase in student contact time.

The Post

The Head of Marketing is a pivotal role within Esher Sixth Form College, requiring a dynamic and strategic leader who can conceptualise and execute a comprehensive marketing strategy that targets a range of stakeholders including applicants, students, alumni, and staff. The role is responsible for line management of the Content Marketing Manager, Content Marketing Assistant and Marketing Events Assistant.

Hours:

This full-time post is 5 days per week. Working hours for this role are 36 hours per week, 8.45 – 5.00 pm (Mon-Thurs) and 8.45 – 4.45 pm (Fri) excluding lunch breaks, term time only plus four weeks for cover where required in holidays or College events where required. Substantial part-time will be considered (equivalent of 4+ Days per week) for the successful applicant.

Salary:

This is a permanent post, 36 hours per week – term time + 4 weeks. Actual salary will be £36,463 to £38,291 per annum, inclusive of fringe area allowance, dependent on experience.

College Year:

The College year runs for a period of twelve months from 1st September – 31st August, with the Autumn term often starting in the last week of August. Term time is 39 weeks. Working hours for full time staff are 36 hours per week, 8.45 – 5.00pm (Mon- Thurs) and 8.45 – 4.45pm (Fri) including one-hour unpaid lunch breaks.

Completed application forms should be returned to:

The Human Resources Manager
Esher Sixth Form College
Weston Green Road
Thames Ditton
Surrey KT7 0JB
Email: jobs@esher.ac.uk

Closing Date: 9.00am Monday 20th November 2023
Interview Date – Monday 27th November 2023

