



JOB DESCRIPTION

Post Title: Marketing and Partnerships Assistant

Purpose: To play a central role in The Marketing & Partnerships Assistant will provide vital support across both the marketing and partnerships functions, acting as a key liaison between the College, partner schools, prospective students and external stakeholders.

Responsible to: Assistant Principal – Digital Marketing and Communications

Liaising with:

Relevant staff with cross college responsibilities, including Senior Leadership Team, College Management Team, Governor, staff and external agencies

Working Time: 8.30 – 4.30 pm two fixed days each week plus one flexible day, term time plus 1 week (due to the nature of liaison, outreach and enrolment activities, flexibility is required to work alternative hours, attending evening events or weekends. Opportunities for paid additional hours during peak periods to support deliver of key college activities

Grade: NJC Sixth Form Colleges Support Staff Pay Spine Point 7.

Main Duties and Responsibilities:

- Support the Partnerships & Insight Officer in delivering school liaison and outreach activities.
- Represent the College at school events, careers fairs, parents' evenings, assemblies and community engagement activities.
- Build and maintain positive relationships with partner schools, students, parents and external stakeholders.
- Act as a professional, enthusiastic and approachable ambassador for the College.
- Deliver presentations and engagement activities to prospective students and external audiences.
- Support prospective students during their journey from initial enquiry through to enrolment.
- Assist with the planning, coordination and delivery of college open events, applicant events, enrolment activities and awards events.
- Work closely with the Marketing & Events Co-ordinator to support on-site events and engagement activity.
- Assist with content gathering for social media, newsletters, digital campaigns and promotional materials.
- Coordinate and distribute marketing resources to support recruitment and liaison activity.
- Help identify student success stories, achievements and content opportunities.

- Maintain accurate records of engagement activity, school visits and partnership outcomes.
- Provide administrative and organisational support across marketing and partnerships projects.
- Contribute ideas to improve engagement, recruitment activity and the prospective student experience.
- Support with course discussion activities and recruitment journey. Informing and inspiring prospective students.
- Work flexibly across the week, including occasional evening events, to support College activities.

Other specific duties

- To play a full part in the life of the College community, to support its distinctive mission and ethos and to encourage staff and students to follow this example.
- To promote actively all of the College's policies and procedures, most notably Safeguarding and Child Protection, Health and Safety, Excellence Through Inclusion and Data Protection.

Staff Development

- To undertake staff development where appropriate.
- To take part in the College's appraisal process.

Deployment of Staff

- To ensure that appropriate arrangements for cover are made when absent.
- To work as part of a team and to ensure effective working relations.

Quality Assurance

- To ensure the effective operation of quality assurance systems.
- To contribute to the process of the setting of targets within the department and to work towards their achievement.
- To assist with the implementation of College quality procedures, especially through contribution to the self-assessment process.

Management of Resources

- To contribute to the maintenance of an attractive working environment in your area.

Other

- To undertake any other duties the Principal or their designated alternate may reasonably direct from time to time within the context of the St John Rigby College contract.
- This job description is subject to periodic review and amendment.

It is agreed that the above is a brief and concise description of the above job.	
Date:	July 2026
Prepared by:	Laura Murphy, Assistant Principal – Digital Marketing and Communications
Approved by:	Paula Nolan, Principal