Application Pack

Marketing Manager

Full Time, permanent

Significant part-time of 4 days per week considered

37 hours per week

Term-time plus one week



YOUR SUCCESS | OUR PRIORITY

www.woking.ac.uk

@wokingcollege

Ofsted Outstanding Provider



Welcome from the Principal

Dear Applicant

Thank you for your interest in Woking College, and I am delighted that you are considering becoming part of our amazing community as our next Marketing Manager.

This is an exciting opportunity to lead the marketing and communications function of our successful sixth form college. With more than 1,800 students, an Outstanding Ofsted judgement in every inspection category, exceptional student outcomes and growing student demand, Woking College is an ambitious organisation with a strong reputation built on excellence, innovation and care.

This role sits at the centre of our external communications and student recruitment strategy. As Marketing Manager, you will be responsible for protecting and enhancing the College's reputation, leading major recruitment events, developing impactful marketing campaigns and ensuring our brand remains vibrant, professional and compelling across all platforms.

We are looking for an individual who combines creativity with organisation, strategic thinking with operational excellence, and who understands the importance of communicating effectively with young people, parents, schools and the wider community.

Exceptional colleges are built by exceptional staff. At Woking College, our people make the difference. We are proud of the supportive culture we have created where colleagues are valued, supported and empowered to make a meaningful and positive impact on the lives of young people, every single day. If you share our commitment to excellence, inclusion and student success, I would be delighted to receive your application.

I hope this pack provides a useful insight into the College, the role and what makes Woking College such a rewarding place to work.

I look forward to receiving your application and hope to welcome you to Woking College in the future.

Yours sincerely

N. Razaq

Nuweed Razaq
Principal

Inspiring ambition - transforming futures

Introduction to Woking College

Woking College is a highly successful, oversubscribed sixth form college, serving more than 1,800 full-time students from over 60 schools. The vast majority of these students are on a two-year Level 3 programme which often combines A level and vocational courses. We also offer a small Foundation programme for students who haven't met the entry requirements for Level 3, which includes at least two vocational courses alongside Maths and English, with many of these students remaining with us for three years. Our reputation is built on outstanding teaching, exceptional student outcomes, and a culture that places people, ambition and opportunity at its heart.

The College is focused on providing the very best environment for high-quality teaching and learning. Alongside academic excellence, we offer a rich and diverse programme of enrichment opportunities that broaden horizons, develop cultural capital and equip students with the skills and confidence to thrive in their future lives and careers. We are proud of our inclusive and welcoming community. Our student population reflects a broad range of backgrounds and experiences, creating a vibrant and diverse learning environment. We are committed to ensuring that every member of our community feels valued, supported and able to achieve their full potential. Innovation, ambition and care are central to our success. By combining high expectations with a genuinely supportive ethos, we have created a culture where students and staff flourish. This approach has contributed to significant student growth in recent years and was recognised in our last Ofsted inspection, where the College was awarded Grade 1 "Outstanding" in all seven inspection categories.

Woking College continues to enjoy excellent examination results, strong value-added performance and consistently high levels of student demand. Equally important, we are proud of the positive working environment we have created for our staff. In recent staff surveys, more than 95% of colleagues reported that they were proud to work at the College, reflecting the strong sense of community and shared purpose that defines us.

We believe exceptional learning deserves exceptional facilities, and significant investment in our campus has created outstanding spaces for both teaching and learning. Collaboration is a key strength of the College, and we work closely with local schools, colleges, the Local Authority and wider community partners. We are also a long-standing member of the S7 group of Surrey and Sussex Sixth Form Colleges. These partnerships help us share best practice, drive innovation and create the best possible opportunities for our students and staff.

Our success is driven by strong leadership and talented, committed and passionate staff who care deeply about making a difference to young people's lives. As we continue to build on our strengths and shape the next chapter of the College's development, we are looking for enthusiastic professionals who share our commitment to excellence, inclusion and student success. Our staff are inspired by the opportunity to help young people achieve their ambitions while developing their own careers in a supportive environment.

Our students progress to the best universities, apprenticeships and employment opportunities and are guided through an excellent careers and pastoral programme. We strongly believe in broadening student experiences beyond the classroom which includes a programme of work experience for all students, a wide variety of trips and visits and an extensive programme of enrichments across the week.

We have a strong culture of investing in our staff through an outstanding schedule of CPD to develop our staff. Through our S7 links, we have a host of leadership and development programmes including coaching and mentoring opportunities as well as cross-college collaboration across a range of different job roles, such as ECTs, aspiring Heads of Departments/Heads of Year, new Heads of Departments and leadership programmes.

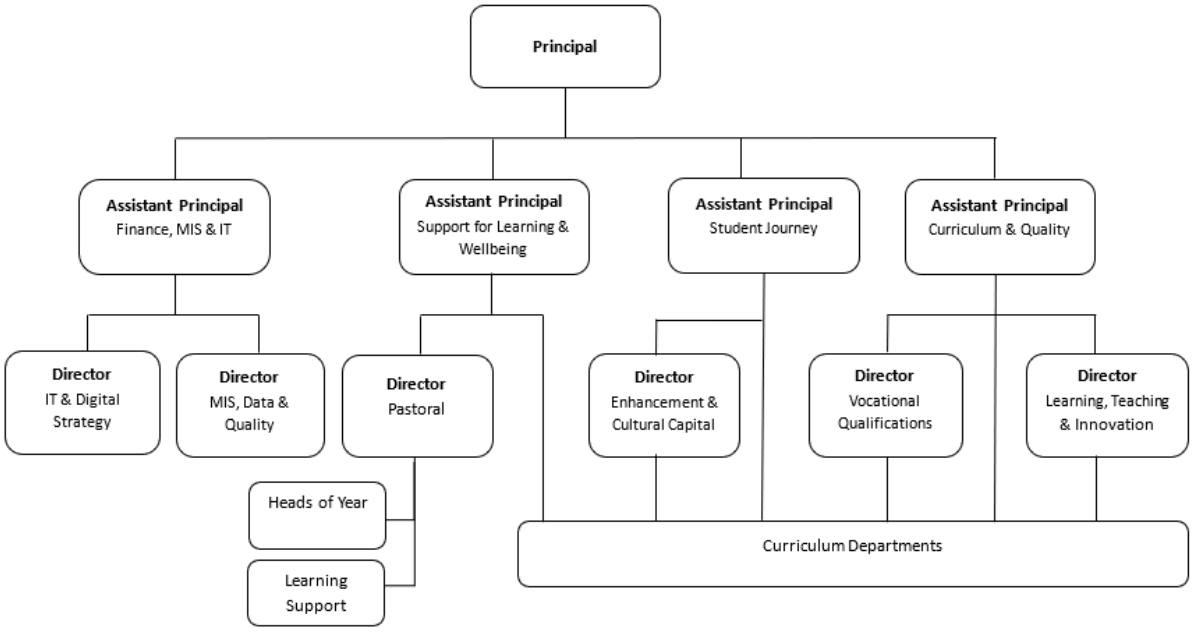
The five strands of our **Strategic Plan** have been designed to guide the College through a period of sustained, responsive success, while protecting the high standards, inclusive values, and student-centred ethos that define Woking College.

- **Vision, Values & Ethos:** *At Woking College, academic success and personal development are our foundations - empowering students with the qualifications, confidence and choices to shape their futures. As a proudly comprehensive sixth form college, we are committed to transforming the lives of our students on a path to academic success—whatever their background. Our culture creates a humane community of aspiration, inspiration, challenge, inclusion, and care, in which all can thrive.*
- **Excellence in Learning, Teaching and Achievement:** *We are unapologetically ambitious for each of our students and unrelenting in the pursuit of academic excellence. We believe in adding value to every learner, building on their prior performance to unlock new levels of success. Exam outcomes are not simply a measure of achievement—they are a gateway to greater life choices.*
- **Quality, Innovation & Responsiveness:** *As a confident, future-facing college, we evolve through reflection, innovation and collaboration. Our improvement is bold, responsive and grounded in evidence.*
- **People, Culture & Wellbeing:** *Our success is powered by our community. We nurture a culture that values wellbeing, celebrates individuality, and promotes professional and personal growth for students and staff. A thriving and humane college community is built on care, high expectations, and mutual respect.*
- **Sustainability, Growth & Partnerships:** *We are ambitious for the future - growing thoughtfully, collaborating purposefully and staying true to our mission. In a period of financial constraint for public services, we are committed to protecting our high standards through careful planning and strategic investment.*

Our Values:

- **Excellence -** We pursue the highest standards in teaching, learning and professional practice.
- **Inclusion -** We value diversity and ensure every member of our community feels welcome, respected and supported.
- **Ambition -** We encourage students and staff to aim high and realise their full potential.
- **Integrity -** We act with honesty, professionalism and accountability.
- **Community -** We work collaboratively and support one another to achieve shared success.

Woking College operates a lean management structure. The Principal is supported by four Assistant Principals who make up the Executive team. A further six Directors are then included in our Extended Senior Leadership Team. We have 14 Heads of Department who lead our curriculum teams, who are further supported by a team of 7 Heads of Year and a Head of Learning Support.



Why work at Woking College?

Woking College has a strong sense of community in which everyone is valued; we look forward to welcoming new members of staff to join our team.

We have an inclusive ethos and are proud of our diverse students and staff community. The College is committed to safeguarding, alongside our core values of inclusiveness, adhering to the highest personal, professional and academic standards, supporting individual wellbeing through an encouraging management team, positive relationships and a sustainable future for all. We expect all staff, volunteers and others involved in the College community to share this commitment.

Following the College's Outstanding, Ofsted inspection, the report noted:

> "*Staff feel proud to work at the College. They are exceptionally positive about the culture leaders have created. They describe leaders as visible, approachable and highly focussed on staff wellbeing. Leaders celebrate achievement frequently in staff forums which helps staff to feel recognised, highly valued and a member of the Woking College family."*

Staff survey results state that:

- ✓ 95% of staff are proud to work at Woking College.
- ✓ 99% agreed that leaders are considerate of and prioritise staff wellbeing.

- A positive approach to staff development; including regular cross-College sharing best practice sessions
- Regular whole-College communication including weekly staff briefings
- Regular departmental meetings to ensure support and share departmental best practice
- Excellent student behaviour and productive working relationships with the Student Union
- Excellent links with local schools, businesses and universities
- Welcoming, friendly and approachable community, a harmonious working atmosphere
- Regular opportunities for staff training and development through CPD, sharing best practice sessions and events through the S7 consortium of Colleges: S7 Professional Development Video



Woking College benefits



Free on-site parking



Staff room

With free hot drinks for staff, plus Friday cakes



On-site canteen

With a range of health options to purchase and an on-site Starbucks



Free eye test vouchers



College gym

Available for staff use, yoga classes, opportunities for staff football and run club



Cycle to work scheme



Access to a prayer/multi-faith room



Annual flu vaccinations



Regular staff social events

Including bowling, quiz nights, summer BBQ, weekend walks/cycling, Christmas party, and staff wellbeing initiatives



Staff clubs and support groups

Including book club, menopause group, group for parents/carers with mental health concerns, and a group for those looking after elderly relatives



Employee Support

Staff have access to a confidential employee assistance/support helpline



Pension

Eligible employees will be automatically enrolled in the Teachers' Pension Scheme, or the Local Government Pension Scheme (support staff), unless you decide to opt-out



Excellent location and transport links

With direct train links from London Waterloo and the South Coast, walking distance of Woking station. Close to the A3, M25 & M3 junctions

The Role

The role of Marketing Manager is central to promoting the College, enhancing its reputation and ensuring that its marketing activities effectively support student recruitment and engagement. We are looking for a creative, organised and proactive individual who can lead the College's marketing function, manage a varied programme of events and campaigns, and maintain strong relationships with a wide range of internal and external stakeholders.

The successful candidate will be an excellent communicator with strong organisational skills and the ability to balance strategic planning with day-to-day operational delivery. You will be confident managing multiple projects, analysing the effectiveness of marketing activities, and working collaboratively with colleagues across the College to ensure a consistent and impactful approach to marketing and communications.

This is a highly visible role involving regular interaction with students, parents, local schools, alumni, media organisations, external suppliers and College staff. You will therefore need to be approachable, professional and adaptable, with the ability to build positive relationships and represent the College effectively at a variety of events and meetings.

The role offers an exciting opportunity to shape and deliver the College's marketing strategy, oversee major recruitment and promotional events, develop the College's digital and print communications, and act as guardian of the College brand. Working closely with senior staff, you will play a key role in enhancing the College's profile within the local community and supporting its continued success and growth.

We have high expectations of all our staff, and applicants should clearly demonstrate both their suitability for the role and their alignment with the College's values. We strongly encourage candidates to review the job description carefully and explore our website to gain a deeper understanding of our ethos, ambitions and community.

The Marketing Manager will work closely with the Senior Leadership Team, Heads of Department, Director of Enhancement and Cultural Capital, amongst others. The role also involves working with local schools, media organisations, alumni, external suppliers and community partners. It is a varied and engaging position, with responsibility for coordinating major College events, managing marketing projects and contributing to the College's wider strategic objectives.

Start Date: 4 January 2027 or as soon as possible thereafter

Hours: 37 hours per week, term-time only plus one additional week (40 weeks total)

The additional week can be discussed further at interview, however, two of these days must be worked in August around the A Level and GCSE summer exam results
The Marketing Manager role will be based on-site, and the College's core day is 8.30am to 4pm

Salary: Actual pro rata salary: £38,860 to £40,805 pa (37 hours per week, term time plus one week)
FTE £43,930 to £46,128 per annum

All figures are inclusive of fringe allowance and depend on experience.



Job Description

Post Title: **Marketing Manager**

Responsible to: **Appropriate member of the College Executive Team**

Job Purpose: **To be responsible for the delivery of the College's marketing strategy and for promoting good public relations and external links.**

To manage the marketing function and the work of other staff who directly contribute to College marketing events, activities and materials.

Main Responsibilities:
To lead the College's marketing activities, working closely with the wider marketing team. To act as a brand guardian of the College, protecting and maintaining the core brand identity. To oversee all marketing and promotional events.

Specific Duties:

1. In conjunction with the line manager, to produce, direct and manage the College's marketing plan within the allocated budget and to review it annually.

2. To ascertain the success of the College's marketing strategy and produce reports to the Senior Leadership Team and Trustees as required.

3. To be the logistics lead in organising and managing our marketing events including the two College Open Evenings, Taster Days, Welcome Day and other promotional events.

4. To co-ordinate the production of promotional materials including the graphic design of the annual Prospectus and social media/web-based materials through regular communications with staff responsible for uploading web-based marketing. To liaise with external suppliers (eg printers, design agencies) to ensure value for money in contracts.

5. To manage and oversee the generation of content, including news articles, social media posts, blogs, podcasts and videos.

6. To develop/maintain close links with local media organisations and produce regular press releases and other promotional material.

7. To represent the College at external Marketing Managers' meetings as well as being part of the wider team at promotional events in local schools.

8. To ensure that the College Website is up-to-date and is a live tool for communicating marketing messages.

9. To be available to work additional days in both the A level and GCSE results weeks to deliver results communications and to gather publicity and promotional information for the College through our success stories.

10. To manage and co-ordinate the links with local schools to facilitate effective school liaison through the organisation of a range of events including school assemblies and other promotional and marketing events.

11. To work with the Heads of Department to establish and maintain links with their counterparts in local schools.

12. To work with the Student Union coordinator and careers staff to maximise student contributions to College marketing events and visits to schools.

13. To work with the Director of Enhancement and Cultural Capital in building a database of Alumni established through marketing activities.

14. To act at all times in accordance with the Equal Opportunities & Diversity Policy.

15. To act at all times in accordance with the College's Safeguarding policy. Ensuring the safeguarding of students at the College, recognising one's own role in liaison with the designated safeguarding team.

16. To contribute to the safety policies of the College as directed by the Principal and to ensure that Health & Safety Regulations are observed within the Curriculum Areas and within the College in general.

17. To take part in the training programmes provided by the College and agree to the process of professional reviews.

18. To undertake any other particular duties, which may be reasonably assigned to you by the Principal from time to time.

Person Specification

Essential:

- A minimum of three years' previous marketing experience.
- Evidence of successful campaign planning and delivery.
- Events and project management leadership and skills.
- An interest and commitment to work with young people in a college environment. The ability to empathise with young people and interest in helping them to fulfil their potential.
- The ability and confidence to communicate effectively, both verbally and in writing, with a wide range of stakeholders.
- The ability to work accurately, showing clear attention to detail.
- Possession of good interpersonal skills e.g. tact, sensitivity, ability to listen, to be assertive at times.
- Ability to work effectively as a member of a wider team and assist others when requested as well as to work unsupervised and organise own work at times.
- Proficient in the use of Microsoft Office applications, especially Word and Excel.

Qualifications:

- Educated to at least GCSE standard or equivalent.

Desirable:

- Marketing, or alternative relevant qualification.
- Previous experience of working in an educational environment.
- Experience of leading student recruitment campaigns and events.
- Knowledge of website development and management
- Video and photography content creation, including websites and social media channels.
- Experience of supporting students to develop their independent learning skills.

Application and Selection Process

Application forms: please download from our website: Staff Vacancies
CVs will not be accepted on their own
Applicants must have the **Right to Work in the UK**, the College is unable to sponsor visas

We would like to see your passion for the role in your **supporting statement**, please use this opportunity to include:

- personal skills and previous marketing and brand experience that are relevant to this role;
- what you will bring to the College community and why you feel you would be successful in this post;
- training you have undertaken to enable you to be successful in your role;
- Please ensure **education** and **employment history** are completed fully, gaps in employment must be accounted for under the section entitled "Periods when not working".

To have an informal chat, arrange a visit to the College, or to return a completed application form, please contact: recruitment@woking.ac.uk

Closing date: **9am, Monday 7 December 2026**
Interviews to be held: **Monday 14 December 2026**

All candidates will receive an application acknowledgement. Please note that, due to time constraints, it is not possible to inform candidates who have been unsuccessful at short-listing.

Full details of the interview day will be provided to shortlisted candidates. In line with safer recruitment practices, references will be requested prior to interview wherever possible.

Safeguarding

Woking College is committed to safeguarding and promoting the welfare of children and young people and expects all staff and volunteers to share this commitment. This post is exempt from the Rehabilitation of Offenders Act 1974 and successful applicants will be subject to Enhanced Disclosure and Barring Service (DBS) checks. The College is committed to equal opportunities.

The College encourages all candidates to be familiar with the following documents, which are available to view on the College's Staff Vacancies page:

- Section 1 of the DfE paper on "Keeping Children Safe in Education" September 2026;
- Woking College's Safeguarding and Child Protection Policy;
- In line with the General Data Protection Regulation (GDPR), the College asks candidates to consider the Privacy Notice for Job Applicants.

As part of the College's commitment to Keeping Children Safe in Education, statutory checks will be carried out as part of the recruitment process, which will include:

- Ensuring gaps in employment history are explained;
- Checking ID and relevant qualifications;
- Following up on references for shortlisted candidates;
- Ensuring the successful candidate(s) has an up-to-date Enhanced DBS, Prohibition check (teaching staff) and Section 128 (where appropriate).
- Carrying out an online search in advance of the successful candidate being offered a role.