



SHOOTERS HILL SIXTH FORM COLLEGE

RECRUITMENT PACK

**MARKETING &
OUTREACH OFFICER**

WELCOME

From the Principal

I am delighted to welcome you to Shooters Hill Sixth Form College, where young people of all abilities can develop confidence in themselves, aspire and achieve. I really do believe in inclusivity for all and that everyone has an opportunity of success given the appropriate tools and environment.

As Principal, I am committed to ensure our young people are prepared for the rapidly changing global workplace and are encouraged to flourish as independent and confident individuals.

Staff enjoy working here and appreciate the many benefits of being at Shooters Hill Sixth Form College, from the private health care plan to the physical exercise opportunities.

Our core values are fundamental in everything we do. We lead by example, with compassion, empathy and understanding. We work collaboratively, we value fairness, and we conduct ourselves with honesty, integrity and respect.

High-quality teaching to transform the lives of our students is at the heart of what we do. If these values resonate with you and you have the skills to empower and support students to achieve their full potential in a friendly, collaborative and supportive environment then this could be the college for you.

We are striving to be exceptional and I am proud of the work staff are undertaking to help the college achieve this. We fully support continued professional development for all our staff in their journey towards excellence in a nurturing environment. This enables everyone to improve, progress and aspire to the next levels of their careers.

Our story is not complete, and I hope you will make an application so that together, we can continue on our incredible journey and you too can be part of that success.

Geoff Osborne
Principal



“Staff have created a vibrant and diverse community, where valuing others including their beliefs and attitudes, are central to college life.”

OFSTED 2024



SHC

A great place to work

SHC Community

We have a strong sense of community at SHC, and this is one of the first things you will hear when you speak to any member of staff or student. Our students often return to visit the college and some even come back to join the workforce.

Progression

Leadership opportunities and succession planning are important to us. We firmly believe in not only growing and developing our own workforce but ensuring that all staff have the CPD they need to grow within their roles and their career paths.

Staff Wellbeing

The college is committed to providing a healthy working environment and improving the quality of its staff working lives. Staff wellbeing is important in maintaining a positive atmosphere in the workplace. Our wellbeing strategy aims to support the college mission and core values, with recognition that our staff are our greatest asset. Supporting staff wellbeing is done in a variety of forms and we are always looking to further develop, so we value receiving ideas from staff throughout the college year. We are proud to be a part of the DFE Education Wellbeing Charter.

[Education staff wellbeing charter - GOV.UK \(www.gov.uk\)](https://www.gov.uk/government/publications/education-staff-wellbeing-charter)

Staff Benefits

Here are just a few of the attractive benefits of working at SHC

- Duvet Days and Wellbeing Days
- Office 365, Laptop
- Nursery
- Pension Scheme TPS (for teaching staff) LGPS (for support staff)
- Employee Assistance Programme
- Free Flu Vaccination
- Continuous professional Development
- Flexible Family Friendly Policies
- Fully Equipped Fitness Suite
- Discounted Hair & Beauty Treatments
- Financial wellbeing / Credit Union
- Benenden Healthcare
- and much more



INTRODUCTION

To Shooters Hill Sixth Form College

Our mission is to transform students' lives by inspiring them to take full advantage of the high quality educational and enrichment opportunities on offer, enabling individuals to reach and exceed their potential and respond to the community we serve.

Shooters Hill Sixth Form College embraces multiculturalism. We celebrate the diverse backgrounds and nationalities of all our students. In our inclusive environment, we recognise the individuality of each student and we understand what is required for them receive the right support to grow and prosper.

Our Core Values

How we work

Working collaboratively to ensure a positive, safe and rewarding experience for all out community

How we feel

Valuing fairness for all and promoting personal growth.

How we lead

Leading by example with compassion, empathy and understanding.

How we behave

Conducting ourselves with honesty, integrity and respect.

The College of Choice

We aspire to be the first-choice college for young people, staff, employers and local communities by providing exceptional education and training to ensure that our learners' skills meet London's economic and social development needs.



INTRODUCTION

To Shooters Hill Sixth Form College

Our College

SHC employs 250 staff members to teach and support a cohort of around 2000 young people. We are located within the Royal Borough of Greenwich, but we also provide education for a significant number of young people from the boroughs of Bexley and Lewisham. Our curriculum spans from Entry Level to A-Level, providing education to a wonderfully rich and diverse cohort.

School Features & Developments

Our college is constantly evolving to suit the needs of our students, staff and community. We currently have several exciting projects on the horizon to compliment those already completed.

Here are a few we are especially proud of:

- Coffee Corner
- Greenwich School Sports Partnership
- Fully Equipped Fitness Suite
- Swimming Pool
- Art Gallery
- City View Restaurant
- T Level Facilities
- Immersive Room

Additional Reading

Further context of our college and our vision can be found within these booklets.

- **Ofsted Reports**
<https://www.shc.ac.uk/college-information/ofsted>
- **College Vision and Strategic Intent Booklet**
https://issuu.com/shsfc/docs/strategic_intents
- **College Prospectus**
<https://www.shc.ac.uk/course-guides>
- **College GSSP Sports Initiative Booklet**
https://issuu.com/shsfc/docs/gssp_booklet



EDEI STATEMENT

Equality, Diversity, Equity & Inclusion

At Shooters Hill Sixth Form College, we are more than just a place of learning, we are a thriving community where every individual, both students and staff alike can flourish.

We are dedicated to fostering the personal and professional growth of all our members, ensuring that each person feels valued, supported, and empowered.

Our commitment to diversity goes beyond celebration; we actively embrace differences, challenge stereotypes, and stand firm against discrimination.

Together, we are creating a college where inclusivity is not just an aspiration, but a lived reality.



ADVERT

Marketing & Outreach Officer

Shooters Hill Sixth Form College is a bold, ambitious institution where excellence, equality, diversity equity and inclusion aren't just ideals they're our everyday mission. We create a welcoming, empowering environment where learners and staff reach their full potential and step confidently toward their future aspirations.

We are seeking an enthusiastic, creative, and organised Marketing and Outreach Officer to help raise the profile of the college, support student recruitment, and strengthen relationships with schools, prospective students, parents, and the wider community.

Salary: SO1 - starting at £38,256

Hours: Full time, all year round

This is an exciting opportunity for a motivated marketing professional who is passionate about education and has excellent communication and relationship-building skills.

Working closely with curriculum teams and senior leaders, you will develop and deliver marketing campaigns, coordinate events, manage digital content, and lead outreach activities across partner schools and community organisations.

If you possess these attributes and you are looking for a new opportunity, then we look forward to receiving your application.

To apply for this post, please download the application form via the TES or FE Jobs. Alternatively, you can email our People Services department for an application form at peopleservices@shc.ac.uk

Completed applications to be sent to: peopleservices@shc.ac.uk

Due to the safer recruitment process, we are unable to accept CVs as a form of application.

Please contact us if we can assist you in any way with your application or adjust the processes that we use in our recruitment methods.

At Shooters Hill Sixth Form College, we celebrate the diversity of all our staff, students, and visitors. We provide a safe and supportive environment in which everyone can study and work to the best of their abilities. The aim is for our workforce to be truly representative of all sections of society, we are committed to promoting equality, diversity & inclusion for all.

We are committed to safeguarding and promoting the welfare of children and young people and expect all staff to share this commitment. All successful candidates will be required to undertake an Enhanced Disclosure and Barring Service check. As part of our due diligence on shortlisted candidates we may carry out online searches in line with Keeping Children Safe in Education (KCSIE) 2026.

As part of our recruitment process, Shooters Hill Sixth Form College collects and processes personal data relating to job applicants. We are committed to being transparent about how we collect and use that data and to meet its data protection obligations.

JOB DESCRIPTION

Marketing & Outreach Officer

GRADE : SO1

RESPONSIBLE TO : MARKETING DIRECTOR

The Board of Trustees of the college expect all employees to be fully committed to the college's Equal Opportunities and Health & Safety Policies and accept personal responsibility for practical application. All employees are required to comply with and promote these policies and to ensure that discrimination and danger is eliminated within the service to staff, the students, their parents and carers.

Job Purpose

To support the Admissions & Marketing department in its objectives to recruit good quality students to the college, and promote the college and its educational aims through effective communication and support of its activities.

MAIN TASKS & RESPONSIBILITIES:

In common with all other staff

- To support the college's mission, vision and strategic objectives.
- To implement the college's equal opportunities policies working actively to overcome discrimination on grounds of race, sex, disability, sexuality, age or status.
- To participate in continuing professional development.
- To implement the college's health & safety policies and practices.

In common with all support staff

- Participate in college-wide projects and tasks.
- To work collaboratively to meet the specific needs of workload peaks.
- Such other duties of a similar nature commensurate with the grade as may be required from time to time. This may, on occasion, require work in other locations/sites of the college, and work outside of regular daytime hours.

In common with all Admissions & Marketing Team staff

- As part of the Admissions & Marketing Team, take part in college development projects.
- Attend and contribute to team meetings and briefings.
- Consult and feedback to colleagues and students as necessary, passing on appropriate information to other team members.
- Other duties as reasonably required by the Admissions & Marketing Manager.
- Participate in the annual cycle of performance management, professional development, service area operating and review processes, and college quality improvement planning.
- Supervise agency staff, trainees and students on work experience when appropriate.

JOB DESCRIPTION

Marketing & Outreach Officer

DUTIES & RESPONSIBILITIES

Particular to the post

- Design and create marketing materials for Shooters Hill Sixth Form College's other businesses.
- Design, create and implement internal marketing.
- Design and produce internal signage and aesthetics where appropriate.
- Oversee in-house videography, photography and design work created by the department apprentice, as well as execute personally when necessary.
- Negotiate and broker deals with business partners and schools, securing sponsorships and promotions where appropriate.
- Contribute to development of SHC business initiatives
- Execute market research regarding other schools and competitors; this includes attending competitors' open events and monitoring their websites and social media accounts.
- Create internal and external marketing ventures that are both regular and irregular.
- Website maintenance and content creation for SHC & GSSP websites.
- Create content and engage viewers and followers on social media.
- Work with Director of Marketing to design the prospectus and contribute to strategic vision documents as required.
- Design bus advertisements and work with marketing agencies to action marketing campaigns.
- Organise and co-ordinate marketing and recruitment events, including open events, interview events, taster days and any other events as required.
- Gather and process feedback from staff, students and partners to improve SHC recruitment events and marketing materials.
- Establish and maintain communication with schools/agencies to explore recruitment & marketing opportunities.
- Attend events hosted at, and facilitate visit requests from, secondary schools with the aim to represent SHC and procure the interest of Year 10 and Year 11 students.
- Reach out to local secondary schools with the intent to form relationships to provide the means for visits to and from SHC for KS4 students.

JOB DESCRIPTION

Marketing & Outreach Officer

Additional Information - Working Arrangements

Hours of work: 35 hours per week - all year round. Routine fixed daily start and finish times between 08:00 & 18:00 by agreement. Under exceptional circumstances, e.g. alterations in the College's pattern of working or changes in pattern of demand, the hours of attendance may be varied after consultation with the member of staff concerned.

Given the nature of the institutions core activities, there are occasions when staff may be asked to work later for meetings, events, open days and the like. These hours to be negotiated with individual staff and time of in lieu / additional payments agreed in advance of such occasions.

Where an employee indicates a disability, every effort will be made to supply all necessary aids, adaptations or equipment to allow them to carry out all the duties of the post. If, however, a certain task proves to be unachievable, job redesign will be given full consideration.

JOB DESCRIPTION

Marketing & Outreach Officer

Safeguarding

Shooters Hill Sixth Form College is committed to safeguarding and promoting the welfare of children and young people and expect all staff to share this commitment. It is a condition of employment that all staff are trained to an appropriate level to meet their safeguarding responsibilities. Appointment to this post is subject to an enhanced Disclosure and Barring Check (DBS) and background checks. As part of our due diligence on shortlisted candidates we may carry out online searches in line with Keeping Children Safe in Education (KCSIE) 2026.

Data Protection

All staff have a responsibility under the 2018 (GDPR) Data Protection Act to ensure that their activities comply with the Data Protection Principles. Staff should not disclose personal data outside the college's procedures, or use personal data held on others for their own purposes.

Review

This is a description of the job as it is presently constituted. It is normal practice to review periodically job descriptions to ensure that they are relevant to the job currently being performed, and to incorporate any changes which have occurred or are being proposed. The review process is carried out jointly by manager and employee and you are therefore expected to participate fully in such discussions. In all cases, it is our aim to reach agreement to reasonable changes, but where it is not possible to reach agreement, we reserve the right to make reasonable changes to your job description which are commensurate with your grade after consultation with you.

PERSON SPECIFICATION

Marketing & Outreach Officer

Requirement	Essential	Desirable	Selection Method
Qualifications			
A level 3 qualification or above (i.e. A-Levels, BTEC National, GNVQ Advanced) Media and/or Business admin preferred	Y		AF
Experience			
General Admin / Office and Data Entry Experience	Y		AF/I
An advanced working knowledge of the Microsoft Office Suite of Applications from their practical use in daily administrative processes including Excel		Y	AF/I
Experience working with content creation programs (Photoshop, adobe edit suit etc.)		Y	AF/I
Experience of working with MIS systems		Y	AF/I
Experience of working with young people		Y	AF/I
Skills and Abilities			
Fast learner and a passion to learn new skills & information	Y		AF
Ability to communicate effectively by telephone and in person with students and staff at all levels of the organisation and external callers	Y		AF/I
Ability to respond to tight deadlines & independently prioritise work	Y		AF/I
An organised, consistent & accurate approach to record keeping with excellent time-keeping skills	Y		AF/I
An understanding of & commitment to equal opportunities & practical ideas for implementation through the scope of the post	Y		AF/I

KEY: A=APPLICATION FORM I=INTERVIEW

INTERVIEW AND ONBOARDING

Marketing & Outreach Officer

Selection process

Shortlisted candidates will be contacted via email with the interview dates, times and details. We ask candidates to reply to the email to confirm their attendance. We aim to shortlist soon after the closing date. However, we do sometimes contact applicants before the closing date to arrange interview, therefore, early applications are advised. Teaching and Leadership roles will have a 2 stage shortlisting process, with the 2nd stage being a Teams call.

Unfortunately, we are unable to contact applicants who are unsuccessful during the shortlisting stage.

The interview process for support roles will consist of a college tour, pre-interview assessment task/s and a formal interview. Teaching roles will include delivery of lesson/s and other activities. You should expect to be at the college for the whole day.

We welcome visits to the college before applications are made. If you would like to arrange a pre-visit, then please contact our People Services department via email: peopleservices@shc.ac.uk

Referees will be contacted at the point of offering an interview.

Onboarding

If you are successful in interview, you will be conditionally offered the position dependent on:

- Proof of ID: 3 forms of original ID must be provided - TBC on appointment
- References: 2 professional satisfactory references must be received before appointment
- Qualifications: Original copies of required qualifications must be provided
- Satisfactory enhanced DBS
- Medical check
- Successful probationary period

Newly Appointed Staff

New staff have an induction when they join the college. The induction process will include a welcome meet with the Principal and People Services. New staff will also complete training on our MIS system, safeguarding training, GDPR online training and Health & Safety online training.

As part of our new staff onboarding induction process, we recommend that all new staff are allocated with a buddy. The allocation of a buddy can help support a new member of staff in the early stages of their employment with the college.

Ensuring a smooth start through the initial few weeks and months in their new role.

TIMELINE

Marketing & Outreach Officer

To apply for this post, please visit our website at www.shc.ac.uk/vacancies or download the application form via the TES or FE Jobs. Alternatively, you can email our People Services department for an application form at peopleservices@shc.ac.uk

Completed applications to be sent to: peopleservices@shc.ac.uk

Closing date for applications:	12th October at 10am
Shortlisting:	Soon after closing date
Interviews to commence:	Soon after shortlisting
Start date:	ASAP

Informal discussion regarding the post and a visit to the college are welcome. Please contact our People Services department for further information.

Telephone:	020 83199700
Email:	peopleservices@shc.ac.uk
Website:	www.shc.ac.uk



SHOOTERS HILL
SIXTH FORM COLLEGE

Transforming Lives