The Lancashire Colleges (TLC)

**Secondment Opportunity**

**Marketing Manager (Strategic Development Fund)**

September 2021

*Please note that this opportunity is subject to confirmation of funding from the Department for Education.*

TLC are looking to appoint an experienced Marketing Manager to work on the Lancashire Strategic Development Fund Pilot on a 0.2 FTE basis until the end of March 2022.If you currently hold a marketing role at one of our [member colleges](https://www.tlc.ac.uk/board-members/) and would like the opportunity to work with colleges across Lancashire on this exciting new programme then we would be pleased to receive your Expression of Interest.

Given the fixed-term nature of the post, we are looking for someone who can undertake this role flexibly and alongside their substantive role at their college; TLC will pay the college a 0.2 FTE contribution to their costs (salary and on costs) for the period of the secondment. TLC are based at Preston College, however this role could primarily be undertaken remotely or from the individual’s existing place of work. These arrangements will be agreed with the individual and their college line manager on appointment.

**It’s important that you have the permission of your current line manager before applying for this role**; **please name your line manager in your covering letter**. To express an interest in this opportunity please send a copy of your CV and a short covering letter outlining how you meet the criteria in the person specification (below) **to** [**info@tlc.ac.uk**](mailto:info@tlc.ac.uk) **by 11.59pm on Sunday 26 September 2021**. Late applications will not be considered and please note that we are unable to confirm receipt of applications.

Candidates selected for interview will be notified by 5pm on Monday 27 September 2021, if you do not hear from us by this date then unfortunately you have not been selected for interview and your application will proceed no further. **Interviews will be held on Thursday 30 September, remotely via MS Teams.**

**About The Lancashire Colleges**

TLC is a membership organisation that has been working on behalf of the further education and sixth form colleges of Lancashire for over 20 years. Collectively we and our member colleges are committed to delivering high-quality education and skills provision to promote economic growth and social cohesion within our local communities. TLC’s small executive team supports its member colleges to provide the highest quality of further and higher education in Lancashire including through the delivery of externally-funded projects. For further information please see [www.tlc.ac.uk](http://www.tlc.ac.uk).

**Lancashire Strategic Development Fund Pilot**

TLC’s member colleges have been selected to deliver a Strategic Development Fund (SDF) pilot as part of the Department for Education’s Skills Accelerator programme.

***“****The pilot will explore how education providers can work together more effectively, alongside employers and other partners, to respond to local skills and innovation priorities including those identified by Local Skills Improvement Plans.”* DfE – Skills Accelerator Prospectus

Through the SDF Pilot, Lancashire’s Colleges will deliver a number of projects that test new ways of collaborating with each other and with employers and key stakeholders to meet business skills needs. The Pilot is focused on low/net-zero carbon, which presents both a challenge and an opportunity for Lancashire. We aim to demonstrate how, by working together and with sufficient investment, colleges can be flexible enough to react to emerging skills needs, technological advancement and new industrial developments. Through a number of pilot projects Lancashire’s colleges will support businesses in different sectors to identify and meet skills needs, to share innovation and ideas and lead the development of a place-based approach to the Green Industrial Revolution.

The SDF Pilot will start in September 2021 and must be completed by March 2022. The nominated lead for the SDF Pilot is Myerscough College, while a number of Lancashire’s colleges are involved in each of the projects that sit within the pilot. TLC are providing support to Myerscough College in the management and governance of the SDF Pilot and working with our member colleges to ensure the success of their projects and of the Pilot overall.

**Secondment Opportunity**

We have an exciting opportunity for an experienced marketing professional to help deliver the Lancashire SDF Pilot. The SDF Marketing Manager will develop a marketing strategy for the Pilot, working with our colleges to support effective marketing to businesses and other stakeholders, dealing with enquiries from the press and the public, developing positive case studies, etc. They will liaise with member colleges to support their marketing of the individual projects within the Pilot and to ensure consistent messaging and adherence to DfE and TLC brand guidelines.

This opportunity is available to existing members of staff from any of TLC’s member colleges. We are looking for someone to work as SDF Marketing Manager on a 0.2 FTE basis until the end of March 2022, with the secondment starting as soon as possible.

**Role Description**

The SDF Marketing Manager will support the development and delivery of an effective marketing strategy for the SDF Pilot, working with TLC’s member colleges as they market the individual projects. Key activities will include:

* Preparing an overarching marketing strategy for the Pilot liaising with the Department for Education, to ensure compliance with their requirements.
* Developing an overall brand for the Pilot, in consultation with TLC, college marketing teams and key stakeholders.
* Preparing and communicating marketing and brand guidelines for colleges to use when promoting their projects, providing support and advice on their implementation.
* Planning and overseeing development of the TLC website to accommodate a new area for the SDF Pilot, working with an external agency.
* Creating content including press releases, articles, case studies and website and social media content to promote the Pilot and the achievements of individual projects.
* Responding to press and other enquiries, liaising with TLC’s Director and member colleges as required.
* Managing the Pilot’s marketing budget, in conjunction with TLC’s Director.
* Complying with TLC’s Policies and Procedures including those relating to confidentiality, financial regulations, health and safety, equality and diversity and data protection.

**Scope**

The post holder will report to TLC’s Director and liaise with marketing colleagues from across Lancashire’s colleges as well as other key stakeholders. The post holder will have no direct line management responsibility. The post holder will be responsible for managing a small marketing budget.

**Person Specification**

*TLC is committed to ensuring equal rights and opportunities for all, including in our recruitment practices. The selection of candidates for interview will be based on the extent to which each applicant’s skills, knowledge and experience fits with the person specification given below using only the information contained within the CV and covering letter submitted by the individual as their expression of interest for this role.*

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| **essential Criteria** | **assessed by** |
| Minimum 3 years’ experience in a marketing role | Application |
| Able to demonstrate a creative approach and experience in implementing innovative marketing solutions | Application and Interview |
| Experience of managing external agencies to deliver products and services | Application and Interview |
| Excellent interpersonal and professional communication skills, confident in working with individuals at all levels | Application and Interview |
| Willing to take a flexible approach to the role, delivering priorities alongside other commitments | Interview |
| A commitment to comply with TLC’s Policies and Procedures | Application |
| **DESIRABLE CRITERIA** | **assessed by** |
| Experience of working with colleagues from a number of teams or organisations to jointly promote a project, product or opportunity | Application and Interview |
| An awareness of the Department for Education’s Strategic Development Fund Pilot programme | Interview |