



WILBERFORCE
sixth form college



JOB PACK

Marketing & Liaison Assistant (Digital)

CLOSING DATE: Friday 3 July 2026, at 9.00am





OUR COLLEGE

Wilberforce Sixth Form College is located on the East side of the City of Hull, and our students come from both Hull and the East Riding of Yorkshire. The College is recognised for its success in serving the needs of the local community, which is a fundamental commitment of the College's governing body.

Wilberforce is not a typical sixth form college. We have a wide-ranging and dynamic curriculum offer at Levels 2 and 3 that supports students' progression. Coupled with our staff's commitment to high quality teaching, support and student experience, students achieve and progress to some fantastic destinations.

The College has extended its work beyond the East of Hull in recent years. We are system leaders, having worked with educational and employment partners both nationally and regionally to improve the quality of education and student experience.

FOR OUR STUDENTS...

Wilberforce Sixth Form College inspires its students to develop a passion for knowledge and a love for learning. Our students receive a truly holistic education that extends beyond the classroom.

In addition to high-quality teaching, they have access to a broad upskilling enrichment programme, employability and workplace links, national and international trips and visits, and an excellence pathway programme.

OUR CAMPUS

We have made significant investment over the last few years, creating first-class facilities for staff, students and the local community.

Our campus is reflective of the wide-ranging curriculum that we offer; it boasts professional standard Engineering, Health & Caring, Hair & Beauty and IT facilities, as well as fully equipped classrooms and teaching spaces.

FOR OUR STAFF...

Wilberforce Sixth Form College is a great place to work. You will join a focussed and driven team, committed to delivering a broad and balanced education for all.

Collaboration is at the heart of our approach and together we work hard to change the life chances for our students.

We invest heavily in staff development and wellbeing support to ensure that staff are equipped to contribute to making Wilberforce College great.

Access a range of benefits including:

- *Membership of the Local Government Pension Scheme (LGPS)*
- *Employee Assistance Programme*
- *Cycle to Work scheme*
- *Optional Health Cash Plan*
- *Staff development opportunities*
- *Staff wellbeing events*
- *IT Products*

OUR VISION

The College's aim is to be an outstanding College, with an innovative curriculum that supports all students to achieve the best possible life chances.



The three core strategic priorities are:

➤ 1. OUTSTANDING EXPERIENCES

Students have access to a wide, rich set of experiences through the curriculum, tutorial, and upskilling programme.

High expectations of behaviours and attitudes ensure all students develop a strong work ethic, resilience, and determination.

Sustainable growth in student numbers that maintains a vibrant, interactive learning environment, in which students are highly challenged.

A College environment with first class facilities, welcoming, accessible and a place everyone enjoys being in.

➤ 2. OUTSTANDING PROGRESSION

A curriculum that is aligned to local and national priorities that enables all students to progress to their chosen destinations.

Students are equipped with the skills, knowledge and behaviours needed to progress in education and employment - including proficiency in English and Mathematics.

Students are educated and supported to make decisions that ensures their long-term health and well-being.

➤ 3. OUTSTANDING OUTCOMES

A fully ambitious, challenging curriculum that provides students with first rate qualifications.

Aspirational and stimulating teaching and learning that engages all students at all levels.

Stretch and challenge of all groups of students to ensure that all reach their potential, and there are no significant gaps.

A student support framework that proactively removes barriers to learning.

CORE VALUES



WE CONDUCT OURSELVES WITH INTEGRITY AND RESPECT FOR ALL.



WE MAKE STUDENTS' EXPERIENCE CENTRAL.



WE VALUE INDIVIDUALS AND PROMOTE SELF-ESTEEM.



WE WORK AS A TEAM.



WE ENCOURAGE INNOVATION, CREATIVITY AND ENJOYMENT.



WE AIM FOR EXCELLENCE IN EVERYTHING WE DO.

Wilberforce Sixth Form College has a culture of high aspiration and we are committed to providing an outstanding educational experience for all of our students. All aspects of College life are focused on providing students with every opportunity to become independent, motivated and successful individuals who will contribute on an international stage. Success is central to our aims. We have adopted a core values statement. It is our intention that by applying these values and behaviours the College will become outstanding in every area of work.

WHY WILBERFORCE?

By joining Wilberforce Sixth Form College, you will be working for a progressive learning organisation driven by core values and collective mission. You will be joining colleagues to work within a supportive, collaborative, and dynamic team which consistently strives to achieve the best outcomes for our students.

At Wilberforce we believe in providing opportunities for all - both staff and students. Our expectations are high for everyone and we recognise the fact that only through this teamwork can we all achieve our aspirational goals.

If you are looking for a College that will challenge you whilst supporting you, then our CPD package will ensure you develop your skills, whether it be supporting students, teaching in the classroom or as a leader influencing colleagues.

We feel listening to the views of both staff and students is key and therefore we regularly conduct staff surveys to establish individuals views on working at the College and use this as a catalyst for making improvements.

BENEFITS AND ADDITIONAL INFO

We recognise the hard work and dedication of our staff in their commitment to improving the life chances of young people in the community we serve. The employee benefits on offer at the College are reflective of a culture which recognises talent and rewards outstanding commitment to our aims and objectives.

We are proud to offer our staff members the following benefits:

- *Staff Induction: All employees joining the College are provided with a fully supported induction period*
- *Generous Pension Scheme: Employees can join the Local Government Pension Scheme (LGPS) or Teachers' Pension Scheme. Both schemes offer generous employer contribution rates*
- *Employee Assistance Programme: The College provides an independent free helpline which is available to all staff and their families which provides confidential advice on a wide range of issues including personal, relationships, medical, financial, legal etc. In addition, the College has in house counsellors who will meet staff face to face where requested*
- *Cycle To Work Scheme: Our salary sacrifice scheme enables employees to pay for a bicycle through payroll and save on tax in the process*
- *BHSF Health Care Cash Plan: Through a salary deduction cash plan, employees are able to access healthcare treatment and claim back money from their bills. The cash plan includes 24/7 GP and counselling telephone services and cover for up to four children (under the age of 18) on the policy*
- *Gym Memberships: The College has an open access gym that staff can use before and after the College day. Employees at the College can also access discounted membership at the local Hull City Council gyms*
- *Parking: Access to free on-site car parking*
- *IT Products: Employees can access the full suite of Microsoft software free of charge to use on personal devices*
- *Equality, Diversity & Inclusion: The College is inclusive and embraces diversity*
- *Staff Development: We have a strong commitment to providing training and development in and beyond your current role. We invest substantial time and money in our staff development provisions*
- *Family Friendly Policies: The College adopts occupational Maternity, Paternity and Adoption pay policies from the Sixth Form College's Association*

Marketing & Liaison Assistant (Digital)

An exciting opportunity has arisen to join our Marketing & Liaison Team. We are looking to recruit a Marketing & Liaison Assistant (Digital), a varied and creative role that combines digital content creation with student recruitment activities.

As a Marketing & Liaison Assistant (Digital), you'll help bring the College to life online by creating engaging and authentic content that showcases what makes our college special. From capturing student experiences to supporting major events, your work will play a key role in inspiring prospective students and raising awareness of everything the College has to offer.

Alongside your digital responsibilities, you'll also support recruitment events and liaison activities, giving you the chance to meet prospective students, partner schools, and represent the College in a positive and welcoming way.

We are looking for someone who is creative, organised and enthusiastic, with a genuine interest in digital media and working with young people. Whether you're capturing content, planning campaigns or supporting events, you'll be an important part of helping students take their next step.

This role is 37 hours per week, term time only plus 10 additional days. The successful candidate must be flexible and able to work outside of normal college opening hours for events such as careers fairs and open evenings.



JOB DESCRIPTION

Job title: *Marketing & Liaison Assistant (Digital)*

Responsible to: *Marketing Manager*

Purpose of the post:

To support the College's student recruitment and marketing objectives through the creation of engaging digital content and by providing practical support for liaison and recruitment activities. The role will focus on producing authentic content that promotes College life, raises brand awareness and supports recruitment campaigns, whilst assisting with careers fairs, open events, school engagement activities and other recruitment-focused events.

Responsibilities include:

- *Plan, create and schedule social media content calendars across social platforms including Instagram, Tik Tok Facebook & LinkedIn.*
- *Capture photography and video content across college events, enrichment activities and curriculum areas.*
- *Asset creation of graphics, reels and videos using Canva and Adobe Creative Suite.*
- *Develop content promoting courses, events, student achievements, and college life.*
- *Assist with website updates and digital communications.*
- *Monitor social media engagement and identify opportunities to increase reach and awareness.*
- *Represent the College at recruitment events, open evenings and transition events alongside the Marketing Officer (Liaison & Events).*
- *Assist with event logistics, set-up and coordination of internal and external events.*
- *Engage with prospective students, parents and stakeholders at recruitment events.*
- *Support relationship-building activities with schools and partner organisations.*
- *Continue to undertake staff development as appropriate.*
- *Perform such other duties as reasonably correspond to the general character of the post and are commensurate with its level of responsibility.*

PERSON SPECIFICATION

	ESSENTIAL	DESIRABLE
QUALIFICATIONS AND TRAINING		
<i>Educated to Level 3 or above</i>	X	
<i>Educated to degree level or equivalent in a Public Relations (PR), Marketing or Business related subject</i>		X
<i>Driving licence and access to own transport</i>		X
EXPERIENCE AND KNOWLEDGE		
<i>Highly confident in using social media platforms (e.g. Instagram, TikTok, Snapchat, LinkedIn)</i>	X	
<i>Computer literate with strong technical and IT skills (MS Office) including web design software, Photoshop and Adobe Suite</i>	X	
<i>Knowledge of media production</i>	X	
<i>Knowledge of creating website content using CMS software</i>	X	
<i>Experience of working to deadlines</i>	X	
<i>Knowledge of issues around confidentiality and GDPR</i>		X
<i>Basic analytical skills with an interest in interpreting data related to performance</i>		X
SKILLS AND ABILITIES		
<i>Strong interpersonal and organisational skills</i>	X	
<i>Ability to manage workload effectively and prioritise tasks</i>	X	
<i>Good problem solving skills and willingness to take initiative</i>	X	
<i>Ability to remain calm and effective in a pressurised environment</i>	X	
<i>Motivated, with a willingness to learn and develop new skills</i>	X	
<i>Flexibility to attend events outside of normal college opening hours (e.g. open events)</i>	X	
<i>Professional and courteous telephone manner</i>	X	
<i>Reliable with good time management</i>	X	
<i>Professional and respectful approach to work</i>	X	
<i>Ability to work collaboratively as part of a team</i>	X	
<i>Interest and enthusiasm for working in a 16-19 educational setting</i>	X	

HOW TO APPLY

Thank you for enquiring about the post of Marketing & Liaison Assistant (Digital) at Wilberforce Sixth Form College. I hope the information in this pack encourages you to apply.

After reading through the details in the attached pack, please:

- 1. Complete an application form*
- 2. Include a statement in support of application in the space provided on the application form. This should outline why you feel you are suitable for this role. Please limit your statement to two sides of A4.*
- 3. Complete the Safeguarding and Equal Opportunities forms.*

Completed applications can be sent by:

- Post (or deliver) to:
HR Office
Wilberforce Sixth Form College
Saltshouse Road
Hull
HU8 9HD*
- Email to: personnel@wilberforce.ac.uk*

You may send in a CV to support your application but you must still complete the application form in full.

The closing date for applications is at 9.00 am on Friday 3 July 2026.

If you have any questions or queries, please contact the HR Office on 01482 711688 or personnel@wilberforce.ac.uk.

PLEASE NOTE:

Due to the large number of applications we receive it is not possible to contact unsuccessful applicants prior to interviews being held. If we haven't contacted you within 28 days of the closing date you can assume that this time your application has been unsuccessful. We are unable to give feedback to those applicants who have not been shortlisted.



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Email: enquiries@wilberforce.ac.uk | Tel: **01482 711688**

Wilberforce Sixth Form College, Saltshouse Road, Hull, East Yorkshire HU8 9HD