

INFORMATION PACK



WORKING AT WYKE SIXTH FORM COLLEGE

INTRODUCTION

Application for the Post of: **Marketing & Liaison Officer**

Thank you for your enquiry concerning the above post. I hope you find the following information of interest, and that you are encouraged to apply. Please note the closing date for received applications is **9a.m. Wednesday 24th June 2026**. Interviews will be on **Thursday 9th July 2026**. Included in this pack is some information about the Marketing department, an outline job description and a person specification.

For further details and to access the application portal please see below or visit www.wyke.ac.uk/about-wyke/staff-vacancies. If you have any queries about applying for the role, please contact personnel@wyke.ac.uk, or call 01482 346347.

The College is committed to safeguarding children and vulnerable adults. The successful applicant will be required to disclose any criminal convictions and agree to a check being made through the Disclosure and Barring Service. Please note that any eventual offer of employment will be made provisional subject to receipt of satisfactory DBS, qualification, barring, health and reference checks.

I would like to take this opportunity to thank you for the interest that you have shown in this post. We will endeavour to respond to applicants within four weeks of the closing date, often much sooner.

Yours sincerely

Shell Clarkson

H.R. Manager

#MakeItHappen

www.wyke.ac.uk

WORKING AT WYKE

Wyke is a successful and highly ambitious Sixth Form College whose aim is to be the best college in the country. We are an established, popular College with an outstanding reputation in the locality. The college draws students from Kingston-Upon-Hull, East Riding of Yorkshire, and further afield. The largest and one of the most successful A-level providers in the area, we offer applicants the opportunity to work alongside committed colleagues who have enabled our students to achieve high levels of success. At Wyke we put the student first and all decisions centre around staff working together to meet their best interests.

We currently have around 2500 students and around 200 members of staff. We offer a wide range of A Level courses as well as some highly successful vocational courses, both those equivalent to one, two and three A-levels, and a small number of GCSEs.

Each A-level, GCSE or vocational course is allocated 4 x 70 minute lessons and a full time teacher will teach 5 of these 'blocks'. The teaching day begins at 9a.m. and finishes at 4p.m. On some mornings full staff or faculty briefings are held at 8.45a.m. to keep staff up to date with what is happening around the college and allow a time for them to catch up with each other.

We have an excellent team of staff and their continuing professional development is a priority at Wyke. The approach for this was recently revised so that so that members of staff fall into one of a number of development strands e.g. 'Aspiring Leaders', 'Wider Pastoral', 'Administrative', 'AI Champions'. Some development activities take place on one of the three Development Days spread across the year while other sessions are during afternoon workshops or independent activity which happens whenever is convenient for the staff members involved. Our plan is that every member of staff will have an entitlement to a significant amount of development every year and we also offer a system for people to log that development, including any activities undertaken independently.

We offer a welcoming college with supportive management and a strong team atmosphere as well as a modern environment. We are lucky to work with great students who are here to learn and have chosen their subjects so standards of behaviour are high.

WORKING AT WYKE

Our employees at Wyke 6th Form College have access to a number of different benefits including:

- Generous pension schemes
- Generous holiday entitlements
- Significantly enhanced sick pay
- In service life cover
- Structured pay grades
- Funded development opportunities
- Free tea and coffee
- Occupational Health support
- Flu-jabs
- Cycle to Work Scheme
- Multi-faith room
- Subsidised food costs
- Subsidised social events
- Use of library facilities
- Staff sports classes
- Opportunities to travel with college trips
- Employee Assistance Programme which provides free staff counselling, financial, and legal advice

The Marketing & Liaison Department at Wyke Sixth Form College

The College is looking to recruit a Marketing and Liaison Officer who has a keen interest in starting their marketing career.

The team consists of the Marketing & Liaison Manager, the Senior Marketing & Liaison Officer, the Marketing & Liaison Officer and Digital Asset Producer who are based in an office in the Oak Building. The team conduct their work within the office, capture and manage events on campus as well as represent Wyke Sixth Form College at events on occasional evenings.

Each member of the team works on multiple projects to support the promotion of Wyke Sixth Form College through digital, print and face to face communication. Most of the projects are completed directly by members of the team; however, some projects will require working with external providers such as the website development team, photographers, careers advisors and school liaison links.

The successful candidate will require excellent interpersonal skills, the ability to use initiative and creativity to continue the promotion of Wyke Sixth Form College to the highest possible standard to maximise audience engagement and recruitment.

JOB DESCRIPTION

Job Title :	Marketing & Liaison Officer
Postholder's name:	
Reporting to :	Marketing and Liaison Manager
Overall Purpose:	To work with the Marketing and Liaison Manager to produce creative, original and high-quality digital media assets for the Marketing and Liaison department. Supporting the Marketing and Liaison team in their in-school, community and campus-based work.
Policy and Procedure:	Inherent in this job description is an expectation that you will observe and implement the agreed policies and procedures of the College, including conduct, health and safety, safeguarding, appraisal and equality and diversity.

Key Duties

You will:

- Produce high-quality, original digital media assets for video, web, social media, and print
- Represent the College at liaison and student interview events
- Work with curriculum staff and students to originate media friendly ways of communicating the College's USP - "the Wyke Experience"
- Experiment and develop new ways of conveying the College's key values, aims and objectives
- Produce digital content for social media to include LinkedIn to promote employer engagement, industry links and build relationships
- Clear content rights and permissions
- Support events through live streaming and technically support performance and presentations
- Contribute to internal branding, design elements and creating outputs for internal brand
- Assist in the recruitment and management of a group of students to contribute to the working of the department and assist at events
- Perform, as part of team, a wide range of administrative, marketing and liaison tasks. For example, scheduling advertising, updating the website, coordinating events, writing copy, obtaining quotations, processing orders, working with external providers, and submitting proof amendments to agencies.
- Oversee the work of apprentices and junior staff within the department.

JOB DESCRIPTION

<p>Other duties:</p>	<ul style="list-style-type: none"> • Represent the College at local school events such as Parents' Evenings and Careers Days and at the College's Open Events and assist in coordination of such a representation by others. • Undertake preliminary interviews with prospective students. • Help generate and organise events and activities for students and prospective students which extend and enrich their learning experience and inform their progression planning. • Financial management - track expenditure of the Liaison and Marketing budgets, quoting and ordering both services and physical products • Contribute to the strategic marketing plan of the College. • Respond to enquiries from the College's website and text service. • Deal with any other administrative duties as required, including effective communication with the mentor team, other staff, Student Events Team and other students involved in various liaison activities as and when they arise. • Undertake administrative tasks for external projects, maintaining contact with schools and organisations, and communication with outside organisations providing services for events.
<p>Health and Safety:</p>	<p>Ensure that all digital media, sound and lighting equipment meets the requirements of current Health and Safety legislation.</p> <p>Ensure that the requirements of the Health and Safety policy are adhered to by students under instruction.</p> <p>Carry out duties, commensurate with the position, as determined by the College leadership in order to meet unexpected College needs.</p>
<p>Development of duties:</p>	<p>This job description is a guide to the major responsibilities of the post holder. Other duties may be added at the reasonable request of the Principal and the job description itself may be revised from time to time (after discussion with the Principal) as the needs of the College change.</p>
<p>Location:</p>	<p>Wyke College, Bricknell Avenue, Hull HU5 4NT and at various local schools or other venues, usually within 30 miles of the College site.</p>

PERSONAL SPECIFICATION

	ESSENTIAL	DESIRABLE
EDUCATION	Good general education including Level 2 English at grade C/4 or above.	Qualification in photography, media, graphic design, marketing at Level 3 or above
EXPERIENCE	Experience of using digital media asset production applications and hardware	Experience of working within liaison and marketing
	Experience of working within a creative environment	A knowledge and understanding of working within strict budgetary constraints
		Experience of working with external suppliers in the print, web and digital industries
SKILLS & APTITUDES	Ability to use applications in the Adobe Creative Suite	
	Ability to develop material for social media platforms	
	Ability to operate media production hardware, such as video cameras, DSLRs and microphones	
	Ability to support live streaming events. An understanding of streaming platforms like OBS and Streamyard.	
	Ability to work with sound PAs, theatre lighting and mixing desks	
	Approachable and personable with the ability to communicate effectively with students, colleagues, and external organisations	
	A track record of demonstrating strong organisational skills and meeting deadlines	
	Quality-focused, with a strong attention to detail	
PERSONAL QUALITIES	A flexible approach in relation to the diverse nature of the role and the ability to work some evenings and weekends	
	Self-motivated and the ability to work alone or as part of a team	
	An understanding of the creative process, with the ability to generate new ideas	

FURTHER INFORMATION CONTACT

Wyke Sixth Form College

Bricknell Avenue

Hull

HU5 4NT

(01482) 346 347

office@wyke.ac.uk

#WeAreWyke #MakeltHappen



@wykesfc



@WykeSixthFormCollege



@WykeCollege



Wyke TV