



**WORK AT  
SHIPLEY  
COLLEGE**

## Media/Events Officer

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### Shipley College - Great people, great place!

**Hours:** 37 hours per week, full year post

**Salary:** £24,523 FTE per annum

**Closing Date:** Friday 13th March 2026 at 9.00am *(We may close the advert early if sufficient applications are received. Early application is advised)*

**Interview Date:** TBC

**Start Date:** ASAP (subject to satisfactory pre-employment checks)

### WELCOME TO SHIPLEY COLLEGE

#### Make your mark in a creative, award-winning marketing department

This isn't just an events job.

This is your foot in the door to the creative and marketing industry — working inside one of the most ambitious, fast-moving college marketing teams in the region.

We're looking for someone creative, organised and full of ideas to join our record-breaking, award-winning Marketing & Communications team.

If you love design, storytelling, events, social media and being where the action is — this role will put you right at the heart of it.

You'll work alongside experienced professionals across marketing, design, digital, advertising and events, learning fast and building real skills that open doors.

Graphic design or creative flair is a real advantage.

If you enjoy creating visuals, social content or branding — you'll thrive in this role and have space to develop those skills working alongside experienced in-house creatives.

This is a brilliant opportunity for someone who:

- Has creative flair or graphic design instincts
- Wants to break into marketing, media or advertising
- Loves events and being out in the real world
- Wants to do meaningful work that genuinely changes lives



## What you'll be doing

- Helping deliver large-scale, high-energy events like Open Days
- Organising merchandise, logistics and creative experiences
- Visiting schools and representing the college in the community
- Supporting social media, video, photography and campaigns
- Working on creative projects with our in-house team
- Helping grow a brand that is bold, ambitious and making noise

You won't just sit behind a desk — you'll be:

- Out at events
- In schools
- Behind the scenes of campaigns
- Learning how real marketing works

| Benefits we offer include:   | We are looking for someone who has:  |
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| <ul style="list-style-type: none"> <li>• Enhanced Annual Leave</li> <li>• Pension Schemes</li> <li>• Professional Development opportunities</li> <li>• Access to a free gym on site</li> <li>• Reduced cost of train/bus travel*</li> <li>• Access to free onsite car parks</li> <li>• Shopping discounts with discount app</li> </ul> <p>*qualifying period applies</p> | <ul style="list-style-type: none"> <li>• Level 2 or equivalent in maths and English or willing to work towards</li> <li>• Public speaking/Presentation skills</li> <li>• Networking ability</li> <li>• Exceptionally organised</li> <li>• CRM experience</li> <li>• Social media/marketing experience</li> <li>• Willingness to work occasional evenings / weekends</li> </ul> |

**How to Apply:** Application forms can be obtained from [www.shipleys.ac.uk](http://www.shipleys.ac.uk). Completed applications should be submitted to [jobs@shipleys.ac.uk](mailto:jobs@shipleys.ac.uk).

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| <p>Employment offers are subject to pre-employment checks, including DBS, references, online checks and the right to work. Shipley College is committed to safeguarding and promoting the welfare of children, young people and adults and expects all staff to share this commitment.</p> | <p>The College is actively committed to a policy of equality of opportunity for all through education and therefore encourages applications from all regardless of age, disability, economic status, gender, race, religion and beliefs or sexual orientation.</p> |
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## Job Description

|                       |                                    |
|-----------------------|------------------------------------|
| <b>JOB TITLE</b>      | Media/Events Officer               |
| <b>RESPONSIBLE TO</b> | Head of Marketing & Communications |

### INTRODUCTION

The following information is provided to assist staff joining the College to understand and appreciate the work content of their post and the role they are to play in the organisation. However, the following points should be noted:

- Whilst every endeavour has been made to outline all the duties and responsibilities of the post, a document such as this does not permit every item to be specified in detail. Broad headings, therefore, may have been used below, in which case all the usual associated routines are naturally included in the job description.
- Shipley College is an Equal Opportunities Employer and requires its employees to comply with all current equality policies in terms of equal opportunity for employment.
- Shipley College is committed, where possible, to making any necessary reasonable adjustments to the job role and the working environment that would enable access to employment opportunities for disabled job applicants or continued employment for any employee who develops a disabling condition.

### OVERALL PURPOSE OF THE JOB

- To go to secondary schools and other partners in the community, to pitch the benefits of attending Shipley College and promoting our outstanding courses and community.
- To organise marketing events including our on-site Open Days and everything from sourcing merchandise, logistics for events, motivating colleagues and more

### DUTIES AND RESPONSIBILITIES

- Play a key role in maintaining, evolving and promoting a positive Shipley College brand
- Working to a marketing calendar
- Lead on the organisation of the annual series of Shipley College Open Days.
- Be the central point of contact for local schools and attend local schools and outreach centres to promote the college to potential students
- Provide monthly reports to the Head of Marketing & Communications, informing of performance
- Assist with social media, video, photography
- To ensure the website is able to fulfil its role as the 'main shop window' for Shipley College, ensuring it positively affects brand equity and remains current
- Provide other online support as required, e.g. Ticket Tailor

- Develop and maintain a thorough awareness of College courses, products and initiatives.
- Liaise with internal departments to gain insights and ensure best possible external College promotion.
- Support all Marketing & Communications team initiatives as required.
- Maintain and support CRM systems and website

## GENERAL

- To demonstrate a positive commitment to the implementation of the College's Equality Diversity and Inclusion Policy and to the maintenance of a culture of continuous quality improvement and innovation.
- To be aware of the responsibilities under the provision of the Health and Safety at Work Act and the Control of Substances Hazardous to Health Regulations (COSHH) in terms of the post holder's own safety and the effects of their actions on colleagues, students and visitors.
- To be responsible for safeguarding and promoting the welfare of young learners and vulnerable adults the post-holder is responsible for or comes into contact with.
- To undertake mandatory training and staff development/CPD training as required by the nature of this post and the range of duties described within this job description.
- To use IT as designated appropriate to the nature of the role.
- To act in accordance with the College's expectations as set out in the Staff Code of Conduct and contract of employment.
- To undertake such other duties commensurate with the grade of the post as may reasonably be required.

# PERSON SPECIFICATION

## ESSENTIAL CRITERIA

*In your supporting statement please ensure you reference every point in this category. Applications which do not address each point in the essential criteria will not be progressed to interview. **If you do not meet all of the essential criteria, please do not progress with your application.***

|   |
|---|
| Level 2 (equivalent) Qualification in maths or willingness to work towards  |
| Level 2 Qualification in English or willingness to work towards   |
| Experience of events management   |
| Proven experience of building and maintaining networks  |
| Experience of preparing and delivering inspiring and engaging, audience appropriate, presentations to large groups - able to confidently manage Q&A authoritatively |

## HIGHLY DESIRABLE CRITERIA

*These points are scored the same as the essential criteria. In order to score highly, we strongly recommend that you reference every point in this category where possible.*

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| Graphic design ability - Adobe Suite - photoshop/illustrator Indesign  |
| You must have the ability to build a rapport and engage effectively with young people from diverse backgrounds   |
| Experience in using CRM or online CMS (Content Management Systems) and data gathering for web editing and updating   |
| Understanding of the mechanisms of successful events delivery, including event objectives, audiences, budget control, timeline, communications and evaluation. |
| Experience of the Education sector   |
| Ability to work within a teamwork and to use initiative  |
| Ability to be highly organised and to manage and prioritise multiple projects, and to deadlines  |
| Excellent communication skills, with demonstrable experience in developing and maintaining positive relationships with stakeholders                            |
| Creative approach to problem solving   |
| Highly motivated and able to inspire those around you to success   |
| Clean driving licence and access to a vehicle with business insurance  |
| Willingness and ability to work flexibly e.g. attendance at evening or occasional weekend events   |

## DESIRABLE CRITERIA

*In order to score highly, we strongly recommend that you reference every point in this category where possible.*

|   |
|---|
| Knowledge and experience of Equality, Diversity and Inclusion |
| Knowledge or experience of Safeguarding                       |
| Knowledge of the PREVENT agenda                               |

## Message from the Principal



Shipley College is a wonderful place to start (or to continue) your career and we are delighted that you are considering completing an application for a post with us.

Shipley College is a small, friendly place that really cares about every person that comes through the door and we pride ourselves on giving every student the individual

support they deserve.

Situated in the UNESCO World Heritage Site of Saltaire, it is a great place to study and easy to get to by bus, train and car.

Our practical, vocational and work-related courses include Apprenticeships, full-time and part-time courses across a range of Departments. I am delighted that our Student Survey results and employer feedback continue to be extremely positive as we provide a fantastic learning environment for all our students.

We have a fabulous team of colleagues who give up an extraordinary amount of time to support their students and their fellow members of staff. The dedication and attention to quality they exhibit is what makes our College so successful. I am proud of the commitment and hard work of all the college's staff, students and governors and pleased that this has been recognised by Ofsted in our latest inspection.

If you meet the criteria of the post advertised and feel that you would enjoy working here, we hope you will make an application to join us.

**Diana Bird**  
**Principal**

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## Shipley College Mission Statement

**To be a beacon of opportunity, transforming lives through learning.**

### **OUR CORE VALUES - THRIVE!**

**Transformational:** We champion lifelong learning, leading by example and fostering a culture of growth for all.

**Heritage:** We value our history and invest in our future.

**Relationships:** We build strong partnerships and work together to achieve shared goals

**98% of students agree that the College is a safe place to learn.**

**Inclusion:** We foster a welcoming, caring and equitable environment for you.

**Vision:** We inspire and support the pursuit of personal and professional ambitions, responding to a rapidly changing world.

**Excellence:** We are dedicated to delivering exceptional education and achieving outstanding outcomes.

**96% of students agree that College staff are friendly and helpful.**

