



**WORK AT
SHIPLEY
COLLEGE**

Multi Channel Marketing - Part Time Lecturer (Hourly Paid)

Shipley College - Great people, great place!

Hours: Variable

Salary: Vocational teaching £21.49 per hour (£27.26 per hour including holiday pay)

Closing Date: Friday 21st November 2025 at 9am ***(We may close the advert early if sufficient applications are received. Early application is advised)***

Interview Date: To be confirmed

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

WELCOME TO SHIPLEY COLLEGE

Inspire the next generation of 'Digital Marketers' at Shipley College!

As a lecturer at Shipley, you'll be joining a team that works with young people and adults to help them achieve their career goals; delivering high quality teaching, learning and assessment that provides the best possible preparation for accessing higher education or employment.

We offer the latest, industry-relevant qualifications and have a strong commitment to working with employers to collaborate on the design and delivery of learning.

As an experienced industry professional, your real world experiences and passion for your craft will bring learning to life, whilst your person-centred approach will ensure each student receives the individual support they need to become successful in life and work.

We welcome applications from both experienced teachers and those looking to take their first steps into the profession, with full training and support available.

If you feel excited by the opportunity to deliver life-changing learning within a culture of excellence and care then **please review the essential and highly desirable criteria and consider applying for this role.**



Benefits we offer include:	We are looking for someone who has:
• Pension Schemes • Professional Development opportunities • Access to a free gym on site • Reduced cost train and bus travel* • Access to free onsite car parks • Shopping discounts with discount app *qualifying period applies	• A relevant degree • A Professional teaching qualification (see person specification) and/or have significant industry experience in a relevant vocational area • Relevant successful teaching/training experience in marketing/ Digital Marketing

How to Apply: Application forms can be obtained from www.shipleys.ac.uk. Completed applications should be submitted to jobs@shipleys.ac.uk.

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.	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.
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Job Description

JOB TITLE	Multi Channel Marketing - Part Time Lecturer
RESPONSIBLE TO	Head of Department

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.
- Staff should not refuse to undertake work which is not specified on this form but they should record any additional duties they are required to perform and these will be taken into account when salaries are reviewed.
- 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 make 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 deliver an outstanding learning experience, in which your daily work shapes our students' future.

To be ambitious and to raise the aspirations of all that we work with, and to believe in all of our students - with no exceptions.

To scaffold and manage the progress of all students within your care, ensuring that they achieve their core qualifications whilst helping them to learn the broader skills and behaviours they need to be successful in life and work.

To work as part of the Shipley College team, in which we all contribute to the broader success of our college with a can-do attitude and unconditional, positive regard for all.

DUTIES AND RESPONSIBILITIES

- Plan and deliver high-quality personalised teaching, learning, and assessment, using innovative methods that makes learning accessible and engaging
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- Develop each student to their full potential by contributing to a culture of ambition through target setting and purposeful feedback
- Empower students to take charge of their learning, to think more critically, and to stretch themselves beyond the minimum
- Champion and celebrate success, creating opportunities for students to showcase their skills, behaviours and achievements
- Model our expected behaviours, maintaining positive classroom management, encouraging positive student behaviours and well-being, and acting in a timely manner to make impactful interventions when necessary
- Work within a reflective culture, evaluating course and personal performance, being open to and acting on feedback, and contributing to the success of the college as a whole
- Work collaboratively with employers to enhance our students learning experience; through masterclasses, employer-set briefs/projects and visits to the workplace
- Work collegiately, contributing to the success of cross-college projects and activities such as open evenings, parent/carer evenings, the delivery of large-scale examinations and showcase events
- Support your Head of Department to maintain the effectiveness and efficiency of your department through the maintenance of course and student documentation and engagement in college and departmental quality processes
- Commitment to developing yourself as a practitioner and curriculum expert through engagement with staff development (internal and external) and modelling the value of being a 'lifelong learner'

GENERAL

- To demonstrate a positive commitment to the implementation of the College's Equality Diversity and Inclusion Policy and the maintenance of a culture of continuous quality improvement, assurance and innovation.
- 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. You must be able to show the original certificates at interview.
Level 2 Qualification in English. You must be able to show the original certificates at interview.
A Degree; or professional qualification; which is appropriate to the role/work or significant working experience

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.

Relevant successful teaching experience
A Teaching Qualification* or willingness to achieve one
Ability to work within a teamwork and to use initiative
Excellent communication skills
Creative approach to problem solving
Highly motivated and able to inspire those around you to success
Ability to work flexible hours as required by the role
Ability to use initiative

N.B.*A Level 3 Award in Education and Training within the first year of appointment (funded by college) and a full teaching qualification must be achieved within 5 years (self funded)

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 & 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

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.

