# JOIN TEAM NCD

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New College Durham

# OUR STATEMENT OF PURPOSE

## OUR VISION

New College Durham will be recognised as a leading provider of Further and Higher Education in the North East region, nationally and internationally.

## OUR CONTRIBUTION

New College Durham will contribute to social, economic and environmental well-being, changing lives for the better by enabling people of all abilities to fulfil their potential in work and in the community through high quality professional, technical and general education.

## OUR VALUES

Our organisation is built on a core set of values which define how we approach life. They tell us to be focused on our vision and contribution while encouraging creativity, respecting our people, and enabling them to ASPIRE and realise their potential. Our values are our DNA, what we stand for and operate as a system, reflecting and shaping our behaviours and organisational culture.

**As an employer and learning organisation, we will conduct our business by following the values of 'ASPIRE':**

**Accountability:** We accept responsibility for our actions, decisions and policies and their impact on staff, stakeholders and the environment.

**Safeguarding:** We maintain a safe and inclusive environment in which students can learn, achieve and progress.

**Partnerships:** We work in partnership with those who share our vision and values.

**Inclusion:** We foster an environment that ensures equality of opportunity enabling all to reach their full potential.

**Respect:** We treat everyone with respect, fostering trust, openness and honesty.

**Excellence:** We achieve and maintain high standards in everything that we do.

# JOB DESCRIPTION

| | |
|---|---|
| Job Title | **PR and Content Marketing Officer** |
| Grade | Support Grade E |
| Hours | 37 hours per week (pro-rata) |
| Location | Framwellgate Moor Campus |
| Department | Marketing |
| Accountable to | Marketing Manager |

## JOB PURPOSE

To work with the Marketing Manager, and the wider college, to develop compelling content for press and print materials that enhance the reputation of New College Durham, supports in celebrating our success and enhances student recruitment.

## KEY RESULT AREAS

1. To co-ordinate the production of the college's publications, including copy writing, case studies, thought leadership pieces, digital content, and photography and videography as appropriate.

2. To support the co-ordination, planning, organisation and evaluation of internal/external college events including coordination of our annual graduation event. In particular coordinating and developing communications for events (covering digital, print and advertising media), development of scripts for staff as relevant.

3. Support in the implementation of marketing communication plans to promote the colleges services to all stakeholders, including potential students.

4. To manage public relations activity including identifying, researching, writing and issuing press releases, photography and dealing with incoming media enquiries. Mentoring colleagues to develop content and press releases

5. Manage and drive the course content approval process with curriculum teams, ensuring that courses are approved annually and editing information to the positive representation of college courses.

6. To lead on the development of and continued roll out and of the college's corporate tone of voice and development and ownership of a corporate style-guide to ensure consistency in copy across all marketing materials.

7. To lead on copy development for a range of media including, but not restricted to print adverts, posters, leaflets, radio adverts and content advertising pieces.

8. Research college key messages by examining quality documents, performance tables, destination data and any other data source that provides supporting evidence to be used in recruitment activities.

9. Carry out competitor research to inform the creation of college literature.

10. Support in the planning production of college promotional videos including filming of videos, scripting of animated videos and direction during filming.

11. To deputise for the Digital Marketing Coordinator when they are on annual leave, with the creation of social media content and digital campaigns.

12. To develop and manage an annual content calendar, maintaining the corporate identity and quality control systems, copy writing appropriate to the market, to be used to shape the wider Marketing team's activity including but not limited to social media calendar.

13. To co-ordinate the management of online activities including enquire on line and e-marketing campaigns, ensuring student data is dealt with efficiently

14. To work with the Marketing, and support the International and School's Engagement Teams to ensure the effective promotion of the College.

15. Support the integration of innovative digital approaches to improve curriuculum or corporate functions, ensuring services are enhanced and are efficient.
16. Any other duties commensurate with the grade and status of the post.

## *GENERAL RESPONSIBILITIES*

1. To promote the ASPIRE values of New College Durham

2. To ensure effective communications within and between teams, be involved in and participate in meetings, team briefings, development days, etc.

3. To engage with line manager in regular appraisals and performance reviews against agreed objectives.

4. To be responsible for actively identifying own development needs

5. Staff must take reasonable care, and be aware of their responsibilities under the Health and Safety at Work etc. Act (1974) and to ensure that agreed safety procedures are carried out to maintain a safe environment for staff and visitors to the College. Ensure, where practical, the effective application of digital skills and the ethical use of digital and AI-supported technologies relevant to the role.

6. Ensure, where practical, the effective application of digital skills and the ethical use of digital and AI-supported technologies relevant to the role.

7. Maintain awareness of emerging digital and AI developments and apply these appropriately to enhance professional practice relevant to role

## VARIATION IN THE ROLE

Given the dynamic nature of the role and structure of New College Durham, it must be accepted that, as the College's work develops and changes, there will be a need for adjustments to the role and responsibilities of the post. This may include the adoption of new working practices, digital systems, and technology-enhanced or AI-supported approaches. The duties specified above are, therefore, not to be regarded as either exclusive or exhaustive. They may change from time to time commensurate with the grading level of the post and following consultation with the member of staff.

## BELONGING AND INCLUSION

The College is committed to equality and diversity for all members of society. The college will take action to discharge this responsibility but many of the actions will rely on individual staff members at New College Durham embracing their responsibilities with such a commitment and ensuring a positive and collaborative approach to Belonging and Inclusion. This will require staff to support the College's initiatives on Belonging and Inclusion which will include embracing development and training designed to enhance practices and the experiences of staff, students and visitors to the College with an all-inclusive approach that celebrates differences. Failure to embrace these commitments may lead to formal action. If you as a member of staff identify how you or the College can improve its practice on Belonging and Inclusion please contact a member of the HR team on 0191 375 4024. Alternatively if you wish for any support or assistance with regards to Belonging an Inclusion please again contact the above individual.

## COMMITMENT TO SAFEGUARDING VULNERABLE GROUPS

New College Durham is committed to safeguarding & promoting the welfare of children and young people, as well as vulnerable adults, and expects all staff and volunteers to share th is commitment.

## ASSESSED BY KEY

**1.** Application form **2.** Interview **3.** On the job **4.** Skills test

In order to progress through the recruitment process, you must be able to show how you meet each of the criteria at ALL of the "assessed by" stages stated.

## PERSON SPECIFICATION

**Job Title: PR and Content Marketing Officer**

| Knowledge & Experience | Assessed by | Essential | Desirable* |
|---|---|---|---|
| English and Maths at Level 2 (GCSE / O Level, Grade C/4 or above) or equivalent, or willing to work towards** | 1 | ✓ | |
| Level 5 in business/Marketing or related fields or professional qualifications or equivalent 3-4 years' experience in marketing & events in education establishments or similar | 1 | ✓ | |
| Previous office experience, to include keyboard skills, telephone queries and filing | 1 | ✓ | |
| Skilled copy writer | 1 / 2 /3 | ✓ | |
| A minimum of 2 years experience of dealing and working with the media in a public relations role | 1 / 2 | ✓ | |
| Experience of organising and planning events | 1 / 2 | | ✓ |
| Good communication skills both written and verbal | 1 / 2 / 3 | ✓ | |
| Good working knowledge of Microsoft Office Word and Excel | 1 / 2 | ✓ | |
| Worked as a member of a team | 1 / 2 | ✓ | |
| Creative thinker/ideas person | 1 / 2 / 3 | ✓ | |
| Readily able to communicate and work with internal and external stakeholders | 1 / 2 / 3 | ✓ | |
| A detail-oriented person with a commitment to accuracy | 1 / 2 / 3 | ✓ | |

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## *PERSON SPECIFICATION*

**Job Title: PR and Content Marketing Officer**

| Skills | Assessed by | Essential | Desirable* |
|---|---|---|---|
| A proven track record of being able to prioritise and organise own work | 2 | ✓ | |
| Ability to deal professionally with staff and students in person, by phone or by correspondence | 2 | ✓ | |
| Recent experience in effectively organising and scheduling tasks to meet deadlines | 1 / 2 | ✓ | |
| Demonstrate the ability to work effectively with others. | 2 / 3 | ✓ | |
| A commitment to resolving problems and to improving own performance | 2 / 3 | ✓ | |
| Possess drive, enthusiasm and a commitment to provide an excellent service to both internal and external customers | 2 | ✓ | |
| Demonstrate the ability to work with accuracy and attention to detail in a constantly changing environment | 2 / 3 | ✓ | |
| Confidence in using digital tools to support in the role | 1 / 2 / 4 | ✓ | |
| Suitable to work with young people and vulnerable groups | 1 / 3 | ✓ | |

***For the post holder to be successful in the role, all criteria within the person specification are essential, however for the purpose of recruitment some are listed as desirable as we may expect to see this skill, experience or qualification develop or be obtained once in the role.

**This criteria might be considered at the shortlisting stage.

This job description may be reviewed in light of experience, changes and developments during the on-going appraisal and performance review process.

**Issue Date: 20/11/2026**