

JOB DESCRIPTION

POST TITLE	:	Director of Marketing and Communications
SALARY	:	£68,627 - £71,692 per annum
RESPONSIBLE TO	:	Senior Postholder
CLOSING DATE	:	12noon, Friday 30 January 2026
INTERVIEW DATE	:	Monday 9 February 2026

Main Purpose of the Post

This is an exceptional opportunity for a strategic, creative and forward-thinking marketing leader to shape the future of one of the UK's leading colleges.

As Director of Marketing and Communications, you will play a key role in driving Burnley College's reputation, student recruitment and brand visibility. You will lead a talented Marketing and Communications team, inspiring them to deliver bold, effective campaigns and content that engage audiences across every platform.

You'll be part of the College's Senior Management Team, working closely with leaders across Student Experience, School Liaison and Curriculum to ensure a joined-up approach to recruitment, communications and brand storytelling.

Main Responsibilities

Strategic Leadership

- 1 To develop and deliver an ambitious Marketing and Communications Strategy aligned with Burnley College's vision, values and growth objectives.
- 2 To provide clear strategic direction to strengthen the College's profile regionally and nationally, driving recruitment and stakeholder engagement.
- 3 To use insight, data and research to inform marketing decisions, track performance and identify new opportunities for growth and innovation.
- 4 To offer strategic advice to the Senior Management Team on all aspects of marketing, communications, brand and reputation.

Brand and Communications

- 5 To lead the development of a strong, distinctive Burnley College brand that reflects our culture, ambition and commitment to excellence.
- 6 To oversee all internal and external communications, ensuring clarity, consistency and creativity across every channel.
- 7 To own and manage the College's digital presence, including website, social media and digital advertising, ensuring it is engaging, accessible and insight-led.

- 8 To maximise PR and media opportunities that highlight the achievements of Burnley College and its students, partnerships and impact.
- 9 To protect and evolve the College's visual and written identity and tone of voice, ensuring they remain distinctive and aligned to our brand principles.

Relationship Management and Collaboration

- 10 To build strong, trusted relationships across the College, working closely with Curriculum, Student Experience, School Liaison, Employer Engagement and Senior Leadership colleagues.
- 11 To act as a key link between marketing and operational delivery teams, ensuring communication flows both ways and that marketing activity supports departmental priorities.
- 12 To champion collaboration, transparency and shared purpose, ensuring all internal stakeholders feel engaged, supported and represented in marketing plans.
- 13 To provide expert advice and guidance to colleagues on brand, messaging and audience engagement to maintain a consistent and professional approach across all touchpoints.
- 14 To encourage cross-college storytelling by showcasing success, innovation and impact across every department.

Campaigns and Recruitment Marketing

- 15 To lead the planning and delivery of high-impact recruitment campaigns across A Levels, T Levels, Vocational, Adult, Commercial, Apprenticeship and Higher Education pathways.
- 16 To work collaboratively with the Student Experience and School Liaison teams to ensure seamless learner journeys from first contact throughout the learner journey.
- 17 To ensure effective marketing support for events, open evenings, taster sessions and other recruitment activity.

Leadership and Team Development

- 18 To lead, inspire and develop a high-performing Marketing and Communications team that delivers excellence and innovation in every project.
- 19 To create a culture of creativity, accountability and continuous improvement.
- 20 To manage departmental budgets effectively, ensuring best value and measurable impact.
- 21 To champion professional development and cross-college collaboration.

Reputation and Stakeholder Engagement

- 22 To build and maintain strong relationships with external stakeholders including schools, employers, community partners and the media.
- 23 To represent Burnley College at key regional and sector events to promote our reputation as a leading education provider.
- 24 To manage reputation and crisis communications effectively, ensuring trust and confidence in the College brand.

HOURS:

Your hours of work will be those required to meet the needs of the College, but will not be less than 37 per week. A flexible approach to the working hours is required, in line with the needs of the College, including travel within and outside the local area.

PERSON SPECIFICATION

POST: Director of Marketing and Communications

**Essential/
Desirable**

**To be
identified by:**

Qualifications and Experience			
1	A degree or equivalent professional qualification in Marketing, Communications, Business, or a related discipline	D	Application form
2	Proven experience in leading large, multi-skilled marketing and communications teams within a complex organisation	D	Application form
3	Demonstrable success in developing and delivering effective, insight-led marketing and communications strategies that drive growth and engagement	E	Application form
4	Strong track record of brand management and reputation building across multiple channels	E	Application form
5	Experience of working at a senior level, influencing strategic decisions and advising senior leaders.	D	Application form
6	Evidence of managing significant budgets and delivering measurable return on investment.	E	Application form
7	Comprehensive understanding of digital marketing, analytics and emerging trends in audience engagement.	E	Application form
8	Experience in managing internal and external communications, including media relations and crisis communications.	E	Application form

Leadership and Relationship Management			
1	Proven ability to inspire, motivate and develop high-performing teams	E	Application form/Interview
2	Exceptional communication and interpersonal skills with the ability to build trust, credibility and collaboration at every level.	E	Application form/Interview
3	Demonstrated success in managing relationships with internal stakeholders - fostering shared ownership of marketing goals and maintaining alignment across departments.	E	Application form/Interview

4	Ability to balance strategic thinking with hands-on leadership and delivery.	E	Application form/Interview
5	Strong negotiation and influencing skills, able to manage competing priorities with professionalism and clarity.	E	Application form/Interview

Knowledge and Skills

1	Strategic thinker with strong analytical and problem-solving skills.	E	Application form/Interview
2	Deep understanding of customer behaviour, market segmentation and data-driven decision making.	E	Application form/Interview
3	Excellent written and verbal communication skills, with the ability to adapt tone and message for diverse audiences.	E	Application form/Interview
4	Creative flair, with a clear understanding of effective visual communication and brand storytelling.	E	Application form/Interview
5	Highly organised, resilient and comfortable working in a fast-paced environment with multiple projects and deadlines	E	Application form/Interview

Personal Attributes

1	Authentic, confident and approachable leadership style.	E	Interview
2	Passionate about education, innovation and impact.	E	Interview
3	Collaborative, proactive and solutions-focused.	E	Interview
4	Committed to equality, diversity and inclusion in all aspects of work.	E	Interview
5	A genuine ambassador for Burnley College's values and mission.	E	Interview

Desirable Criteria

1	Experience of working in the education, skills or public sector.	D	Interview
2	Knowledge of the regional and national education landscape and policy developments.	D	Interview
3	Understanding of learner recruitment journeys and the post-16 education marketplace.	D	Interview

4	Experience in managing creative or digital agency relationships.	D	Interview
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Standard College Requirements			
1	Commitment to College's Single Equality and Health & Safety Policies.	E	Interview
2	The College is committed to safeguarding	E	Application Form/Interview/DBS/References
3	Regular and Reliable Service (the College does not wish to appoint Health Assessment individuals with a high sickness record where there is no underlying medical reason)*	E	References/Occupational Health Assessment

**Note this does not affect any individual's rights under the Equality Act. The College wishes to promote the recruitment of disabled staff and would endeavour to make reasonable adjustments where practical. Disabled applicants who meet the essential criteria will be guaranteed an interview.*